

LIFE



JOE MARTIN:
ABLEST CONGRESSMAN

MARCH 20, 1939

10 CENTS

Business Week - January 21, 1939

New Auto Headache Is "Varnish"

Engineers discuss ways of preventing the accumulation of gummy material on pistons and other parts. Oil companies seek a remedy.

A NON-ICING CARBURETOR for aircraft engines, to make high-altitude and cold-weather flying safer, was one of the matters discussed in Detroit at the annual convention of the Society of Automotive Engineers. Any

Some 2,800 engineers, and others interested in the automotive and allied industries, attended the convention, largely because of a session devoted to a relatively new automotive headache—"varnish" deposit in engines. What happens is that after some thousands of miles of operation, a varnish-like material is deposited on pistons, piston pins, piston rings, bearings, etc., accumulating in such quantities as to cause rings to "stick" (wasting fuel) and sometimes even causing engines to freeze so tight that the starter won't turn them over.

Affecting alike car designers, oil refineries, and car owners, the problem becomes increasingly serious, apparently, as engine efficiencies are increased, and therefore it is feared as a major service trouble on the more efficient 1939 cars.

Only point on which engineers seemed to agree was that the problem would not have been serious in older type engines and has become important mainly on account of the small clearances built into modern motors. Many were ready to admit that "varnish" formation may have been going on for years but was dismissed or overlooked as unimportant as long as it didn't cause operating difficulties. However, many engineers now believe that difficulties in car operation formerly imputed to such causes as vapor-lock, or to excessively lean mixtures, were probably due to varnish formation and incipient engine-sticking.



That's why you need *INSULATED* oil

YEAR BY YEAR, cars are changing. And oils have to change to keep pace.

The genius of the motor-makers who create engines that turn over ever more speedily and that work with ever narrowing clearances gives you more power, greater economy, better performance.

But these faster, tighter engines expose your oil to greater heats. Safe lubrication becomes a problem. Under hard driving,

old-style oils may form a dangerous varnish—varnish that can actually "freeze" a modern engine.

Havoline will not form harmful varnish. It is insulated to give complete protection to the faster engines of today. It is ideal for any engine. You can't get a better oil at any price.



The clean piston is as good as new. It was lubricated with insulated oil. The varnished piston seized. It was lubricated with an old-style oil.

Stop where you see the Texaco Star. That's a sure sign of Insulated Havoline Oil, Fire-Chief Gasoline, dependable Marfak Lubrication, helpful, courteous service and clean Registered Rest Rooms.

TEXACO DEALERS INVITE YOU to tune in THE TEXACO STAR THEATRE—A full hour of all-star entertainment—Every Wednesday Night—Columbia Network—9:00 P.M., 8:00 C.S.T., 7:00 M.S.T. 6:00 P.S.T.

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Studebaker workmanship adds *thousands of miles* to your motoring enjoyment!



No transients build your Studebaker!

Long-time residents of South Bend, many of them descendants of men who were also Studebaker employees, comprise the unique Studebaker working force. Half the Studebaker craftsmen have been on their jobs 10 years or more. The average age is 40. Pictured are John and Frederick Janowick, father and son, and Studebaker men for 38 years!

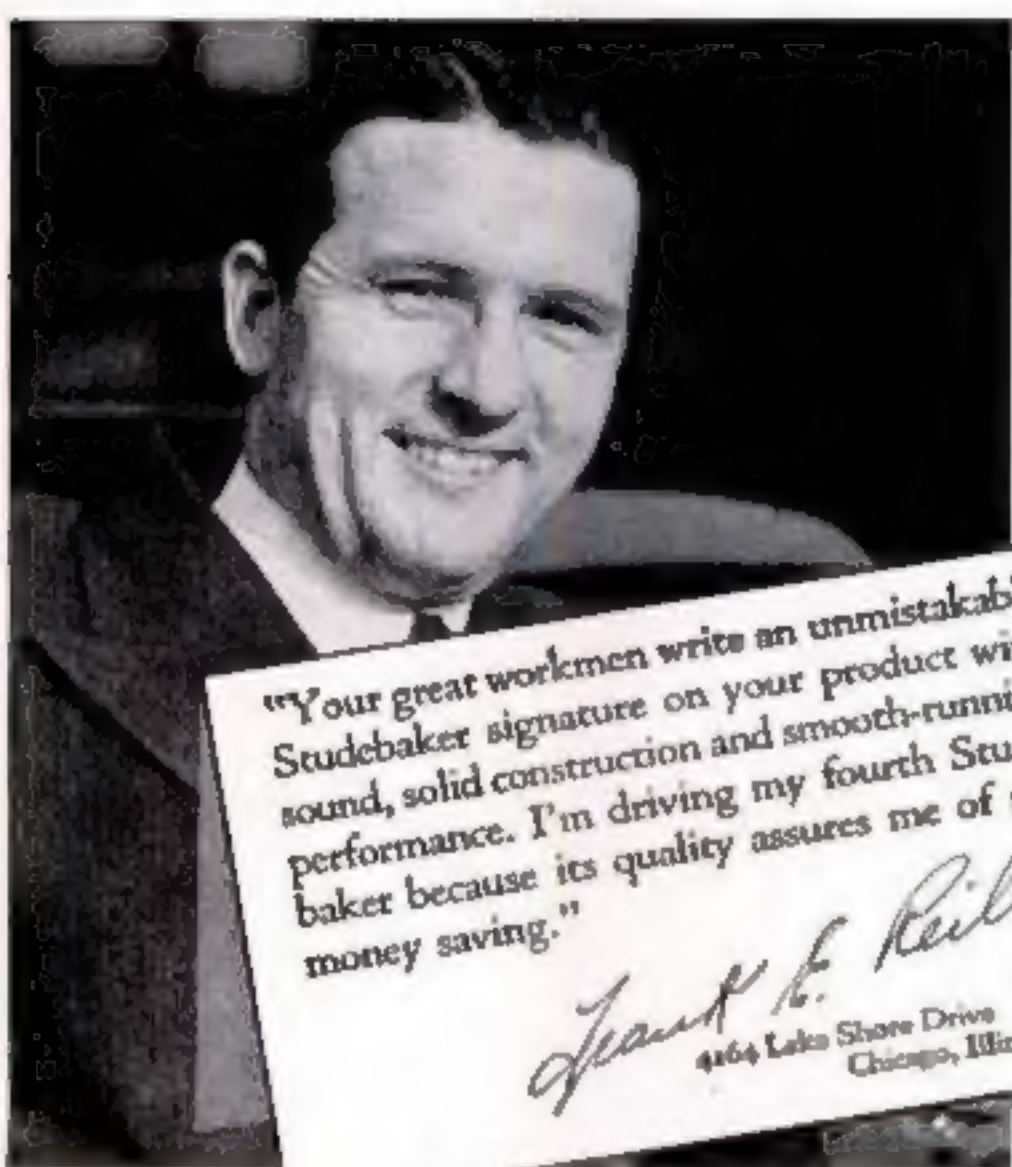
STRIKE a decisive blow for freedom from expensive major repairs and annoying minor adjustments, when you buy your new 1939 car. Give yourself the benefit of the low maintenance cost and the high resale value that Studebaker workmanship assures you.

7,300 friendly fellow-townsmen, with generations of skilled craftsmanship in their blood, man the Studebaker machines and assembly lines . . . and see to it that the Studebaker you buy is ready to stand up for years and for thousands of miles more than you expect of a car.

That kind of workmanship means money in your pocket. You don't get it in cars built by men

who are mere numbers on a payroll. And Studebaker engineering likewise saves you money because it is based on independence and progressiveness. You get important advancements before other cars offer them.

This year, be independent-minded yourself . . . get this car that thousands drive with pride . . . make your friends envy you. Try out a new Studebaker before you make any final decision. Vast modernly equipped shops, great engineering and research laboratories and an 800-acre, million dollar proving ground combine with flawless craftsmanship to make certain of the long life and low cost of every Studebaker.



"Your great workmen write an unmistakable Studebaker signature on your product with sound, solid construction and smooth-running performance. I'm driving my fourth Studebaker because its quality assures me of real money saving."

Frank E. Reilly
4164 Lake Shore Drive
Chicago, Illinois



Well named, "the smartest car of '39!"

Raymond Loewy, ace stylist of the day, gave this stunningly beautiful new Studebaker its flowing exterior lines and deep-bedded interior luxury. Europe's famed designers join with America's most critical car owners in acclaiming its distinction. See it today at your local Studebaker dealer. Every model a de luxe model at a low standard-model price. Low down payment—easy C. I. T. terms.

Look how much you get in a 1939 Studebaker

Self-stabilizing Planar Suspension!
Automatic Hill Holder!

Non-Slam Hancock Rotary Door Latches!
Steering Wheel Gear Shift Lever!
Oversize Trunk!

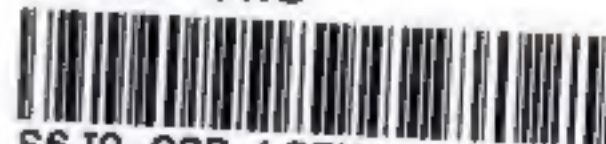
Steel Body Reinforced by Steel Box-Sections!
And, at slight extra charge, Studebaker's revolutionary and exclusive Climatizer—a central fresh-air, heating, filtering and ventilating system not available in any other car. The Studebaker Corporation, South Bend, Ind.



Workmanship that won America's greatest economy run!

Expert workmanship and advanced engineering enabled a 1939 Studebaker Commander to sweep the boards against all comers in this year's Gilmore-Yosemite Economy Sweepstakes under strict American Automobile Association supervision. This gas economy event, which was held last January under terrific weather conditions, is open to all cars of all sizes and prices. Studebaker also took first in the President Eight class with a remarkable gas economy average!

This One



56J9-0GP-LSEX

LETTERS TO THE EDITORS

Girls on a Cruise

Sirs:

I've just looked at the pictures of the two girls on their cruise to Nassau and points south (LIFE, Feb. 27). My one ambition is to go on one of those cruises, but the most I can do is to dig in my drawer crammed full of travel literature and sit and dream with my globe between my knees.

How do you expect me to go back to riveting airplane wings, in six above zero, without that far-away look in my eyes? Holy cripes, cut out printing those pictures of those cruises to paradise.

HENRY A. PETYNIA

Buffalo, N. Y.

Sirs:

The cruise to Nassau and Havana was one of the most enjoyable trips I have ever made. Maybe it was because of the company of two beautiful girls . . .

R. DELBERT COKER

San Antonio, Tex.

Sirs:

One pretty girl delights a photographer; two pretty girls overwhelm him; but gosh, two pretty girls and twelve whole days to snap at them and the poor guy's bound to throb all over! Your Fritz Henle sure gets the breaks.

You don't happen to know a couple more Ritas and Kathryns who are making a round-the-world jaunt?

ROBERT E. WILSON

North Grafton, Mass.

Sirs:

I am passionately in love with Rita Keyes . . .

(NAME WITHHELD)

Philadelphia, Pa.

Cape Horn

Sirs:

Two years ago I carved a slight niche for myself in marine history by doing something no one else had ever done—I sailed a small schooner west around Cape Horn for the sheer fun of it and to see the place. I feel that I have some proprietary interest in the Horn.

Cape Horn is 500 ft. high says LIFE, Feb. 27. The U.S. Hydrographic Office Chart Number 453 and the Hydrographic Office Sailing Direction Volume 173 state that Horn Island is 1,391 ft. high. Have you been using Findlay's South Atlantic Directory of 1887 as a nautical source book, by chance? Time marches on!

Cape Horn is in Lat. 55°—58° S; Cape of Good Hope is 23°—33° S. Cape Horn is therefore 1,325 miles (nautical) south of Good Hope, not 1,600.

A Dutch expedition commanded by one Cornelius Van Schouten first rounded Cape Horn for the first time in about 1636 and named it Cape Hoorn after the village of Hoorn in Holland, whose merchants had financed the expedition while seeking a legitimate route to the East Indies. Hundreds of seamen had sailed past the world's toughest corner before the great Captain Cook saw it.

WARWICK M. TOMPKINS

New York, N. Y.

● Proprietor Tompkins is right.—ED.

Sirs:

I was somewhat surprised to see that LIFE calls the southernmost city of the world Punta Arenas, when I believe that several years ago the name was changed to Magallanes. The population of Magallanes is now put at somewhat over 30,000 instead of 25,000 as LIFE says.

You might be interested to know that Hotel Kosmos, principal hotel of Magallanes, gets LIFE regularly for its reading room. It was my privilege to enjoy getting caught up on my issues before a roaring fire in the fireplace in the reading room of that hotel, a little more than a year ago.

DONALD FORWARD, M.D.

Ashtabula, Ohio

● The name of the city was changed back to Punta Arenas about a year ago.

It changes so fast that the Chilean Consulate considers either name correct.—ED.

Sinkable Ducks

Sirs:

Miss Virginia Burns saw the pictures in your Feb. 27 issue of the duck which had been treated with Aerosol so that it could not stay afloat, and burst out with:

"What a dirty Irish trick! Just as though life weren't hard enough already, without having all the starch taken out of your feathers!"

R. J. BERKHAUSEN

Buffalo, N. Y.



DUCKS IN AEROSOL

Sirs:

The article on sinkable ducks should have made more ado over the fact that your alert cameraman caught a duck actually laying an egg in water.

DONALD D. HESTER

Indianapolis, Ind.

● The object below the duck (see cut) is not an egg, as many readers concluded, but a light bulb.—ED.

Military Tactics

Sirs:

No longer need Americans worry concerning the strength of the United States Navy (LIFE, Feb. 27, pp. 9-13). A few drops of Dr. Jaeger's Aerosol (pp. 41-42) in the waters surrounding the enemy fleet should make it possible to dispense with the entire U. S. fleet in perfect safety.

E. J. FRICK

Norfolk, Va.

● Unfortunately not. Ducks stay afloat because of buoyancy of oily feathers and water's surface tension, both of which are destroyed by Aerosol. But ships stay afloat because their weight is equal to volume of water they displace.—ED.

Sirs:

Here's a tip to pass on to the air-raid precautionists in Paris and London.

You are probably familiar with the several brands of American breakfast cereals that are manufactured by "shooting" dough out of a gun. The dough emerges as bubbles that harden into brittle shells containing air. The bubbles are shot from the gun quite fast and in great numbers.

Why not have the scientists invent a gun that will shoot bubbles of aluminum about the size of toy balloons, filled with hydrogen? When the artillery was warned of an approaching air raid, the skies surrounding the city could be peppered with those slowly floating, metallic bubbles. I understand that even a very light object will break the fast-moving propeller of an airship.

Maybe it won't work, but it sounds more plausible than London's idea of chains suspended from balloons.

JERRY BYE

Washington, D. C.

● It is true that a very light object will break an airplane's propeller. But LIFE is dubious about the rest of the scheme.—ED.

(continued on page 4)



**KEEP YOUR SALESMAN
OUT OF MY OFFICE!**



HOW ABOUT YOU?

Take it from business men, there's nothing that will kill your chances so quickly as halitosis (bad breath). Some executives get annoyed enough to call

the offender's boss and say "Keep that nuisance out of here." Others, less severe but no less annoyed, simply decide not to see the offending salesman a second time.

Let Listerine Antiseptic, the quick antiseptic and deodorant, help you to be at your best in business or social appointments. Let it help you to make your breath agreeable so that you do not offend.

Listerine Antiseptic, used as a mouth wash or gargle, quickly freshens and sweetens the entire mouth. Almost immediately your breath becomes sweeter, purer, more agreeable to others.

Don't think that you are the exception to halitosis; everyone is apt to have it at some time or other, without realizing it. It may be here today and absent tomorrow. Bad teeth, bridgework, and dental plates may be contributing causes.

You never know

Don't guess. Guard against offending by using Listerine Antiseptic. It halts fermentation of food particles, a major cause of odors and then overcomes the odors which fermentation causes. Keep Listerine Antiseptic handy in home and office. And use it systematically morning and night and between times before business and social engagements. It pays!

LAMBERT PHARMACAL CO., St. Louis, Mo.

LISTERINE

THE SAFE ANTISEPTIC

To check Halitosis (Bad Breath)

"Smart? Right!" IT'S AN ELGIN 'STREAMLINE'"

Says MORRIS EMERSON DAVIE
prominent young Boston sportsman



● Popular Morris Davie ran the 600-yard dash for Bowdoin College, set a state 100-yard swimming record. He is accounted an excellent horseman. "My family have been Elgin-owners for three generations," he says.

Copyright 1939 by Elgin National Watch Company

ELGIN
"Streamline"
CURVED TO FIT THE WRIST
\$39.75
AND UP



Handsome 17 jewel model, 14K natural solid gold. Ask for No. 2247. \$75.00



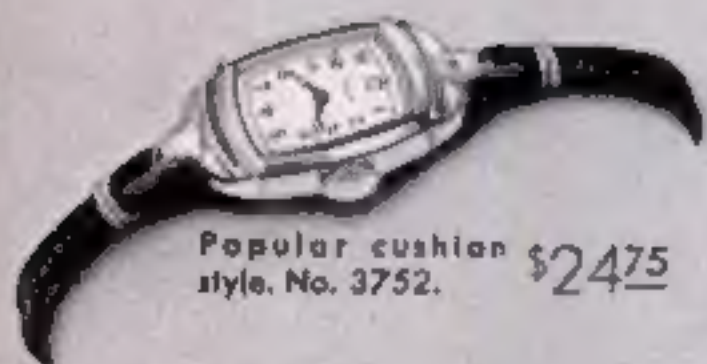
Attractive, decorated model. Flexible metal band, 17 jewels, No. 2255. \$49.75



Smart—masculine—looking—curved! No. 3515, 17 jewels. \$47.50



Distinctive design with terraced sides and curved dial, 17 jewels, No. 1865. \$39.75



Popular cushion style, No. 3752. \$24.75



Moderately curved back, No. 2281. \$24.75



Trimly styled model, No. 3751. \$24.75

ELGIN
"Anniversary"
\$24.75

SEE THE UNUSUAL ELGIN "Streamline" WATCHES AT YOUR JEWELER'S NOW!

THERE ARE far more ELGINS in use today than the next most popular make of watch. And the ELGIN tradition keeps growing steadily, as it has through four generations.

The smartness of ELGIN styling appeals to those who appreciate fine things. It makes every ELGIN "news." Note, for example, the well-groomed, masculine appearance of the "Streamline" models shown here, and how each is scientifically curved to snug the wrist.

But smartness is only part of the story. Every ELGIN

watch today, regardless of its price, benefits by technical advances that are almost incredible. Each is created in close conformance with completely new watchmaking standards!

Start the ELGIN tradition in your family now. See the latest star-timed ELGINS at your jeweler's. Each is solidly honest in materials and workmanship. Made in the world's largest fine-watch factory by ELGIN's unique partnership of craftsmen and scientists.

ELGINS of 15 jewels or more are \$25.00 to \$750.00. Other attractive ELGIN models from \$16.50.

LORD ELGIN • LADY ELGIN \$47.50 and up



21 jewels, 14K nat. solid gold, No. 3501. \$125.00



Semi-baguette, 19 jewels, No. 2971. \$47.50



21 jewels, Curved model, No. 3507. \$55.00

★ ELGIN ★

SINCE 1865 THE CHOICE OF DISTINGUISHED AMERICAN FAMILIES



Don't let **DRY SCALP** rob your hair of its good looks!

DON'T wait till your scalp feels tight and itchy . . . till it sheds dry dandruff scales. Don't wait for your hair to grow brittle, and break off as it is combed. If your hair seems dry or hard to manage start now to guard against "Dry Scalp."

You need your hair at its best, for business and for social reasons. You need, at once, the simple and sensible relief from "Dry Scalp" that thousands of men are finding in 'Vaseline' Hair Tonic.

Each morning, use a few drops of 'Vaseline' Hair Tonic to supplement your scalp's own oils and give the hair a natural, well-groomed look. Before each shampoo, rub it on generously to make up for the scalp oils that wash away.

'Vaseline' Hair Tonic is different. Contains no ingredients that might tend to dry the scalp. Buy a bottle and start using it today. See how quickly it improves the "feel" of your scalp . . . how quickly your friends notice the improvement in the looks of your hair.



They all rob your hair of natural oils. Combat "Dry Scalp" and keep hair good-looking with 'Vaseline' Hair Tonic.



Vaseline HAIR TONIC

REG. U. S. PAT. OFF.

Copy, 1929, Clorobath Mfg. Co., Good

LETTERS TO THE EDITORS

(continued)

Problem Solved

Sirs:

In answer to William A. Schroeder's question in your Letters column of March 6:

[Mr. Schroeder's question:

"That American plane (LIFE, Feb. 6) that broke all speed records, 'top speed at least 600 m.p.h., which is the speed of a bullet fired from a Colt .38,' has driven me nuts. What would happen to a .38 bullet fired straight back while the plane was diving at 600 m.p.h.? Would it hang suspended in the air until gravity got it? Sounds to me as though, instead of the bullet moving away from the pistol, the pistol would be moving away from the bullet, and the only way that bullet could do anybody any damage was if the next guy bumped into it."]

At the instant before firing, the bullet had the same downward velocity as the plane, i.e., 600 m.p.h. At the instant of firing, the bullet had this downward velocity of 600 m.p.h., minus an upward velocity of 600 m.p.h., so that its velocity relative to the earth was 0 m.p.h. Schroeder is right. Instead of the bullet leaving the gun, the gun would be leaving the bullet.

Did the guy in back get shot? Yes. He hit the bullet just as hard as the bullet would have hit him had he been standing still and the bullet moving. Let Schroeder suspend a bullet from the ceiling by a fragile thread and hit it barehanded with all his might. Conviction will follow.

What happened to the bullet? It started to fall toward the earth the instant of firing.

F. B. SANFORD

Seattle, Wash.

● Mr. Sanford's explanation is correct. —ED.

Sirs:

This is simply a very complicated and expensive way to make the bullet behave exactly as if it were dropped from a captive balloon anchored at the point where the pistol was fired. When Mr. Schroeder says that, "the only way that bullet could do anybody any damage was if the next guy bumped into it," he forgets that it may fall on somebody.

D. V. GALLERY
Lt. Comdr., U.S. Navy

Bureau of Ordnance
Washington, D.C.

Sirs:

As long as the plane is going only 600 m.p.h., Mr. Schroeder should worry about his exasperating bullet hanging in mid-air. Think what would happen if the plane traveled at 1,200 m.p.h. The bullet would back up and chase him at 10 miles a minute!

Wouldn't it be more fun firing the bullet straight ahead and racing it?

AL FREDERICK

Portland, Ore.

● No, because if the plane were going 600 m.p.h., the bullet would then be going 1,200 m.p.h.—ED.

Rabbit Slaughter (cont'd)

Sirs:

Your terribly vivid pictures depicting the slaughter of those poor rabbits (LIFE, Feb. 27) are really heartbreaking. Is there anything that could be done to prevent such a cruel method of barbaric killing? Do they have to be killed so unmercifully? Surely, there must be some law to stop it.

I would appreciate any enlightenment you could vouchsafe on how to go about preventing such a deplorable state of affairs as now exists—if it is at all possible.

BILLIE BURKE ZIEGFELD
Beverly Hills, Calif.

● Actress Billie Burke might try writing the Governor of Colorado.—ED.



A definition becomes **REALITY**



re-fine' (re-fine'), v.; -FINED' (-find'); -FINING
[re-fine to make fine; cf. F. refiner.]
1. To reduce to a fine, unmixed, or pure state;
to free from extraneous matter; to free from
dross; to free or cleanse from impurities.

To make motor oil pure . . . to remove all extraneous and harmful substances . . . to deliver to the motoring public *only the richness* of the finest Pennsylvania oil has been Quaker State's standard of quality for twenty-five years. You will find, as have millions of other car owners, that the regular use of *Acid-Free Quaker State* will make your car run better, last longer. Quaker State Oil Refining Corporation, Oil City, Pa.



WHAT! YOU'VE
NEVER HAD
GUINNESS
AFTER WORK?



Enjoy the
most popular brew
on earth!

GUINNESS is the kind of brew you like to relax with. It's a tall drink, hearty and friendly, with a warm, deep colour and a creamy, long-lasting head.

To enjoy it most, take a generous mouthful at a time, and let it linger in your mouth a moment. Then you'll know why more people drink Guinness than any other brew that's made!

If you've never had a Guinness, or if you've enjoyed it only "Half and Half" with beer or ale, try a Guinness, straight, after work tonight!

GUINNESS STOUT has been brewed in Dublin, Ireland, for 150 years. It is made only from barley malt, hops, special Guinness yeast, County Kildare spring water. It matures over a year in oak vats and in bottles until consumed. Like draught beer, Guinness is not pasteurized. Nor is it filtered. It gives all its natural goodness, including vitamins B and G.



GUINNESS
IS GOOD FOR YOU

Sole Distributors for U.S.A., W. A. Taylor & Company, 15 Laight Street, New York.
FREE! Story of Guinness since 1759, 66 pages, 44 pictures. Write American Representative, A. Guinness, Son & Co., Ltd., Dept. X-204, 501 Fifth Avenue, New York.
Copyright, 1939, A. B. Roberts GU-304

Television

Sirs:

Anyone working in the field of television is bound to be pleased when the difficulties of the instruments are made clear, because obviously it's better for us for people to have moderate expectations, which we will exceed, than the contrary.

Nevertheless there is a point about two of the pictures in your issue of Feb. 20 that I think ought to be made. You presented a photograph of several people, and placed beside it a photograph of the same group as received on a television receiver. In the second picture, only the two people in the direct foreground were clearly visible, and even they suffered seriously in comparison with the direct photograph.

The point is that a man looking at the television screen does not see what your camera caught. He sees moving images, and movement is the one quality which of course you could not reproduce. Because he sees these images in movement, they are sharper and clearer than the still picture could ever be.

GILBERT SELDES
Program Director

Columbia Broadcasting System, Inc.
New York, N. Y.

● Mr. Seldes' point is well taken. It is impossible to photograph a television screen without losing some of the clarity.—ED.

Sirs:

Just to congratulate you on the wonderful article on television in the Feb. 20 issue. I am attending television studies here in Chicago. I trust that this great field holds a place for me in the future of this science.

BILLY B. STEED

Leachville, Ark.

Success Story

Sirs:

I want to thank you folks for printing my picture in your Feb. 27 issue—and to tell you something of the "believe-it-or-not" result.

Thursday, I was called to Paramount for an interview with Mr. Bill Thomas.

You see, Betty Grable was glancing through LIFE (I suppose it's cheeky for



ELEANOR COUNTS

ME to tell YOU that your circulation in Hollywood is perfectly amazing). Anyway, Betty saw the picketing stunt and immediately called Mr. Thomas. It seems that she said it was all right about me being able to act—but there was nothing wrong with my legs—so how about using me in *Million Dollar Legs*, her next picture. And Mr. Thomas, who is producing it, told me I would be given a stock contract and a part in it. Which left me weak with shock. And which only proves there is a Santa Claus! The thing that strikes me funny though, is that I wanted a chance to ACT—and here I am, back depending on the LEGS—but tickled pink because this time it's for profit.

Thanks again.

ELEANOR COUNTS

Hollywood, Calif.

Were your shirts made for the Animal Kingdom?



1. **DO YOUR COLLARS** shrink from size 15 to an ostrich's neck size? Or are your shirts Sanforized-Shrunk Arrows whose fabric can't shrink more than 1%? Arrows fit—first, last, and always!

2. **ARE YOUR SHIRTS** cut with enough cloth to cloak a gorilla? Or do you snuggle into Arrow's unique *Mitoga* cut that slopes with your shoulders, curves with your waist?



3. **EVER WISH** you had a goatee to hide your collar? Well, Arrow's made collars for 78 years and there's none finer! You'll be proud as a peacock of the perfectly tailored collar that caps your Arrow Shirt.

4. **WELL-DRESSED MEN** like Arrow Dart. Its collar stays handsomely crisp without starch, and outwears any collar of its kind. Get it at your Arrow dealer's today. \$2.25. Other smart Arrows are \$2 up.

ARROW SHIRTS

Sanforized-Shrunk—a new shirt free if one ever shrinks out of fit

SPEAKING OF PICTURES...



With Mrs. John R. McLean, one of the prettiest women in Eastern society. In Palm Beach, lovely women are plen-

tiful while attractive men are usually scarce. Popular Captain Mackintosh is well-liked by both men and women.

... HE IS PALM BEACH'S EXTRA MAN

The debonair gentleman seen here is a study in perpetual social motion. Rarely out with the same woman twice, Captain Alastair Mackintosh spins through the Palm Beach social season like a whirling top, with an endless string of charming but different women on his arm. The thirteen shown with him here are merely a sample of the many top-drawer socialites whom he has escorted on shopping tours, golf matches and to night clubs at Palm Beach this season.

Son of a Scottish wine merchant, Captain Mackintosh, 47, is popular in London and Palm Beach, where he runs the Alibi Bar. In 1926 he married Movie Actress Constance Talmadge. They were divorced and he married Lela Emery, heiress to part of a \$40,000,000 leather fortune. They are now separated.



With Countess Edith di Zoppola, daughter of Stanley Mortimer of New York. Her mother is Mrs. Roosevelt's aunt.



With Mrs. Jorge André Jr. of New York, Captain Mackintosh goes dancing. He was a great aviator in the World War.



With Mrs. Dodge Sloane, owner of a famed racing stable. She has been called one of the ten best-dressed U. S. women.



With Mrs. Edward M. McIlvain for a round of golf. She was "Peggy" Seyburn, heiress to part of the Dodge auto fortune.



With Mrs. Jay O'Brien of New York's glitter set at an exclusive night club. The O'Briens are Palm Beach regulars.



With Mrs. Vincent Astor, who is noted for her charity work. Mrs. Astor dresses simply, rarely wears her beautiful jewels.



With Mrs. Joshua Cosden, wife of the fabulously wealthy oil king. Depression has made her an interior decorator.



With Miss Louise M. Iselin, a fine golfer. Two broken engagements help to make her leading bachelor girl in East.



With Miss Eleanor Young, 1936 glamor girl who helped popularize the long hair-bob. Father is a railroad magnate.



With Mrs. Nancy Potter Bourne, who looks like Mary Astor. Her stepdaughter is Movie Actress Whitney Bourne.



With Mrs. Shafter Spilman of New York, Palm Beach and Warrenton, Va.; enjoying themselves at Patio night club.



Invitation to a New Experience

A new experience in comfort awaits you in the 1939 Ford cars. Be a skeptic if you will, but just get in and *ride*.

It will be a level ride. The Ford stabilized chassis keeps the car on an even keel. No bobbing when you start. No dipping when you stop.

It will be a restful ride. Seat cushions, of new construction, are unusually soft and deep. Flexible transverse springs don't have to handle axle-drive, are free to cradle car-weight. Four big, double-acting hydraulic shock absorbers help soak up road shocks before they reach you.

It will be a quiet ride. Thorough insulation all around has reduced noise and vibration to a remarkable degree. The silence is soothing.

Many other things contribute to Ford comfort—the smoothness of *eight* cylinders—the smoothness of *hydraulic* brakes—the driving ease for which Fords are famous—the simplicity of Clear-Vision Ventilation.

All these add up to a car that's as comfortable as it is good-looking—and *that's saying something!*

Ford Motor Company—Ford, Mercury, Lincoln-Zephyr and Lincoln motor cars.

FORD V-8

FORD EXHIBITS AT TWO GREAT FAIRS THIS YEAR—NEW YORK AND SAN FRANCISCO

TOP-VALUE FORD FEATURES

- ★ **V-type 8-cylinder Engine**—Eight cylinders give smoothness. Small cylinders give economy.
- ★ **Hydraulic Brakes**—Easy-acting—quick, straight stops.
- ★ **Triple-Cushioned Comfort**—New flexible roll-edge seat cushions, soft transverse springs, double-acting hydraulic shock absorbers.
- ★ **Stabilized Chassis**—No front-end bobbing or dipping. Level starts, level stops, level ride.
- ★ **Scientific Soundproofing**—Noises hushed for quiet ride.
- ★ **Ford-built Tires**—Available. Precision-made in the world's most modern tire plant.
- ★ **Low Prices**—Advertised prices include many items of desirable equipment.

SPEAKING OF PICTURES

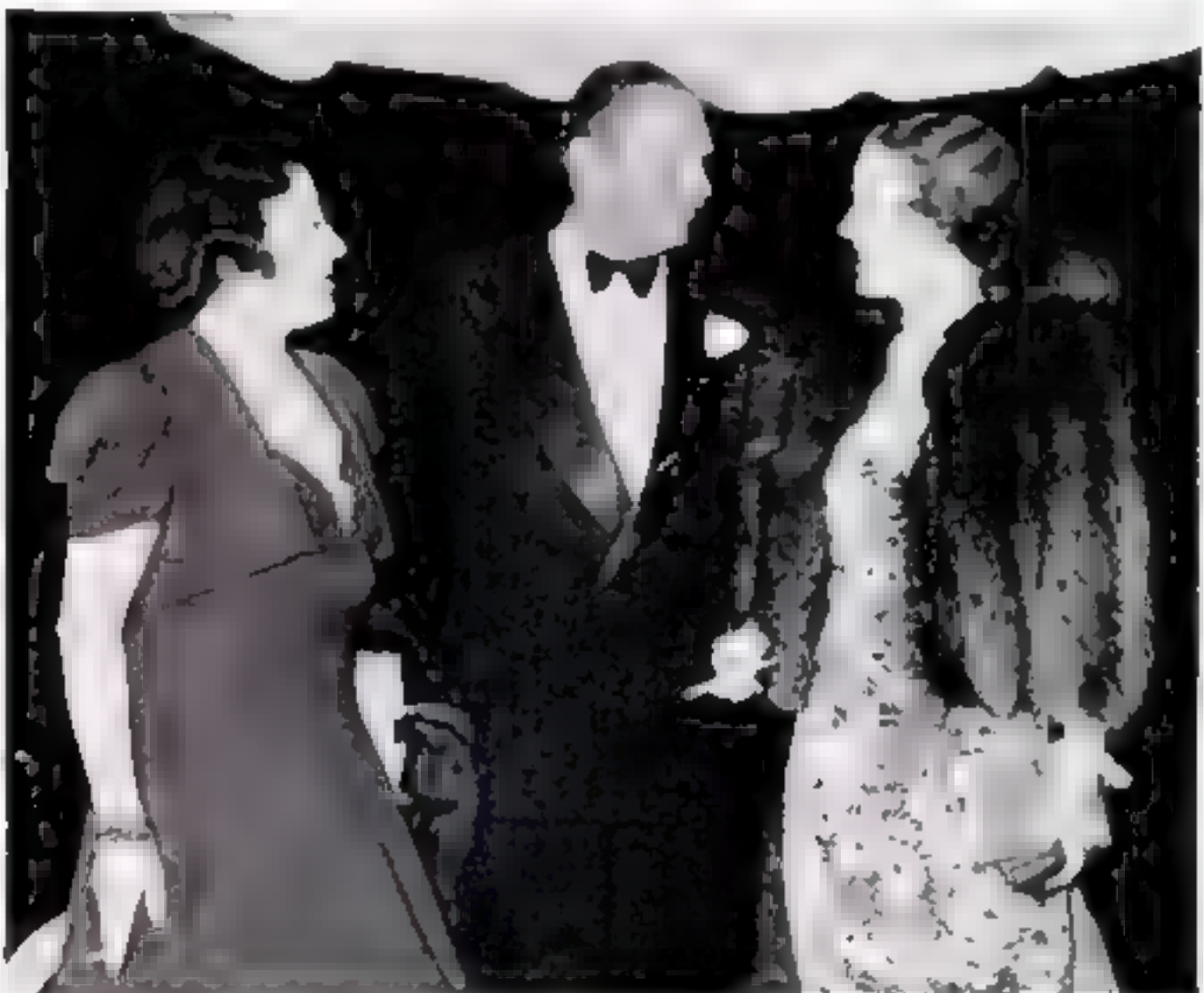
(continued)



No. 2 Palm Beach escort is dressy Holden (right), ex-Camden, N.J., grocery boy, formerly married to "Fifi" Widener. With him are Duke and Duchess of Marlborough.



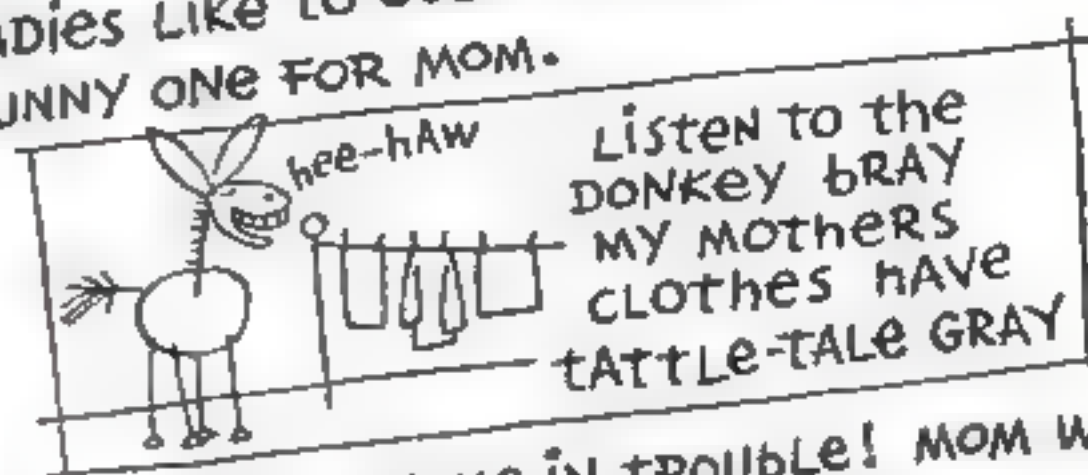
Edward Reeves, a bachelor, is another escort. His father started with \$10, helped found grocery-store chain. He is with Walter Chrysler's daughter, Mrs. Byron Foy.



Captain Amcotts Wilson is another Britisher in demand. He is a friend of Captain Mackintosh. With him are Mrs. Joshua Cosden (left) and Mrs. Potter Bourne (right).

DEAR GRANNY,

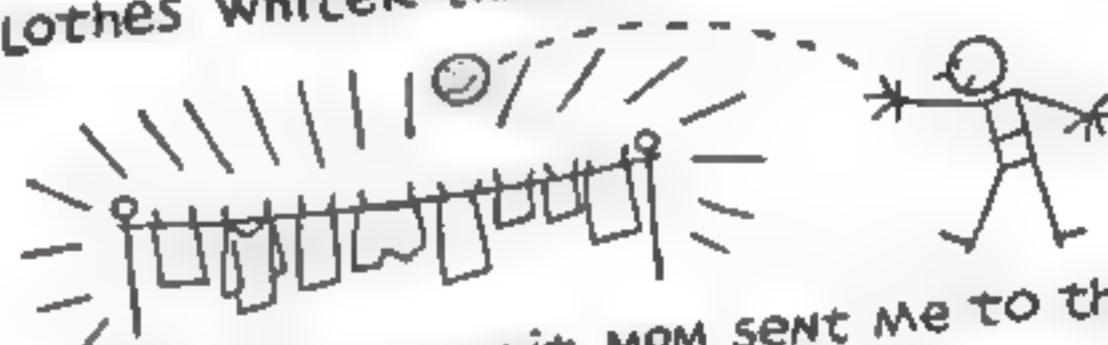
ON ACCOUNT OF YOU'RE ALWAYS GRUMBLING
BEHIND MOM'S BACK ABOUT THE WAY HER WASHES
LOOK AND ON ACCOUNT OF I ALWAYS THOUGHT
LADIES LIKE TO GET VALENTINES I MADE THIS
FUNNY ONE FOR MOM.



Gosh, did it get me in trouble! MOM WAS
ALL FOR WALKING ME OUT TO THE WOODSHED
TILL I TOLD HER HOW YOU SAID HER THINGS
HAVE TATTLE-TALE GRAY CAUSE HER SOAP IS
A SISSY AND LEAVES DIRT STICKING IN THE CLOTHES.



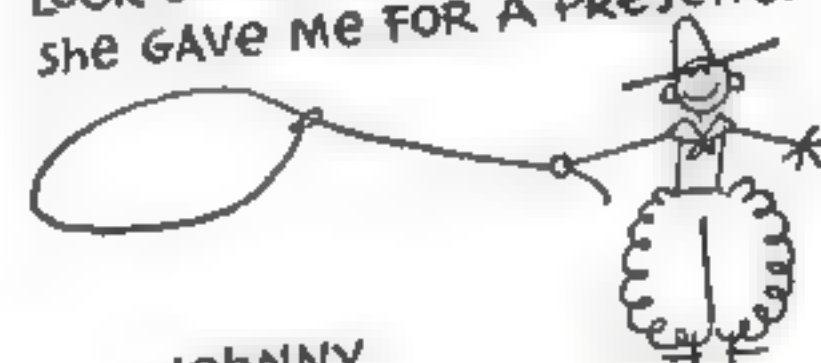
THEN I TOLD HER HOW YOU SAID SHE OUGHT
TO CHANGE TO FELS-NAPTHA SOAP ON ACCOUNT
OF ITS GOT HONEST-TO-GOODNESS NAPTHA RIGHT
IN THE RICHER GOLDEN SOAP AND IT GETS
CLOTHES WHITER THAN SNOWBALLS.



SO QUICK LIKE A RABBIT, MOM SENT ME TO THE
GROCER'S FOR SOME FELS-NAPTHA AND NOW SHE
SAYS I'M AN ANGEL FOR SHOWING HER HOW TO
CHASE AWAY TATTLE-TALE GRAY.



COURSE I DON'T BELIEVE THAT
ANGEL STUFF, BUT I SURE DO
LOOK SWELL IN THE COWBOY SUIT
SHE GAVE ME FOR A PRESENT!



JOHNNY

P. S. If you want to see tattle-tale gray hurry out of your clothes—do what
Johnny's mother did. Get Fels-Naptha Soap at your grocer's and try it! You'll
find it easy on hands. Fine for your daintiest things. And it gives you the
whitest, loveliest washes you ever pinned on a line!

BANISH "TATTLE-TALE GRAY"

WITH FELS-NAPTHA SOAP!

TUNE IN. HOBBY LOBBY every Wednesday night. See local paper for time and station.

THERE *Must* BE A REASON WHY

★ AMERICAN AIRLINES, Inc.

★ UNITED AIR LINES

★ TRANSCONTINENTAL
& WESTERN AIR, Inc. (TWA)

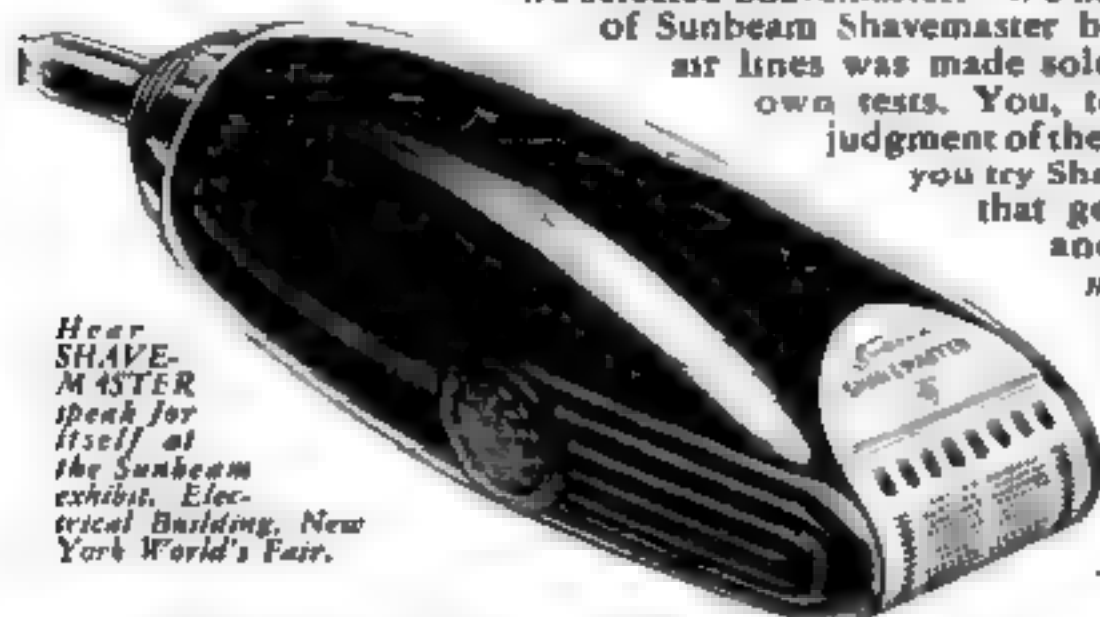
Select Sunbeam SHAVEMASTER

AS STANDARD EQUIPMENT

Better than anything we might say about the merits of Sunbeam Shavemaster is the fact that America's three greatest air lines have placed it on all their passenger planes. TWA, most recent of the three to select Shavemaster, notified us of their decision as follows:

"Our Passenger Service and Maintenance Departments have just completed very thorough tests on the various better makes of electric shavers, and we are pleased to report that Sunbeam Shavemaster has proved itself to be by far the best of them all."

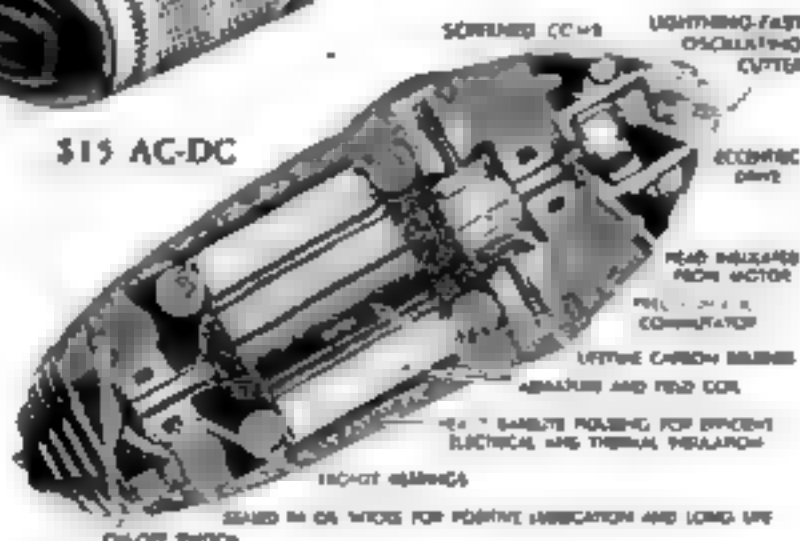
The American Airlines, first air line to conduct exhaustive electric shaver tests and who selected Shavemaster last year, report: "According to all the Stewardess Flight Reports the installation of Shavemasters on our planes has been an unqualified success. Passengers are enthusiastic over the quick, close, comfortable shaves this fine shaver provides. Often they want to buy them from the Stewardesses stating Shavemaster was the only electric shaver that gave them a good, clean shave on the first trial. We certainly selected the TOPS in shavers when we selected Shavemaster." We might add the selection of Sunbeam Shavemaster by these three leading air lines was made solely as a result of their own tests. You, too, will confirm the judgment of these great air lines when you try Shavemaster. It's the one that gets down to business and does a job—*right now!* Your favorite dealer has a convenient demonstration unit and will gladly let you try it for yourself.



Hear SHAVE-MASTER speak for itself at the Sunbeam exhibit, Electrical Building, New York World's Fair.

THE "INSIDE STORY"

- ★ The **ONLY** electric shaver by a manufacturer qualified by 50 years' successful experience in BOTH the hair clipping and electric appliance industries.
- ★ The **ONLY** electric shaver with both a powerful brush-type, series-wound, self-starting Universal motor and a lightning-fast, single-cutter that oscillates in an arc inside a comfortable, smooth shaving head.
- ★ The **ONLY** electric shaver with a shaving head shaped to comfortably fit every contour of the face, and screened to pick up the beard the way it grows.
- ★ The **ONLY** electric shaver with a shaving head screened not only to shave the short beard, but also to pick up curly hairs that often cling close to the neck.



CHICAGO FLEXIBLE SHAFT CO., 5688 Roosevelt Rd., Chicago, Ill. Canada Factory, 321 Weston Rd., So., Toronto . . . 50 Years Making Quality Products

By the makers of SUNBEAM MIXMASTER, IRONMASTER, COFFEEMASTER, SILENT AUTOMATIC TOASTER, CLIPMASTER, ETC.

LIFE'S PICTURES



Martin Munkácsi, who visited Mr. and Mrs. James H. R. Cromwell in their Hawaiian home, Shangri-la, took 67 pictures in about 20 minutes. He was at the Cromwells' for an hour and a half all together, had lunch with them in their playhouse. Munkácsi spent three weeks in Hawaii and was dogged by rain most of the time—because, he believes, he disobeyed the instructions of a LIFE researcher who warned him that, if he picked a certain Hawaiian flower, it would rain. Mrs. Cromwell told Munkácsi this was the first time in her life that she ever posed for a photographer. He did not find her camera shy.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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17—OTTO NAGEL, CASL M. MOON—THOMAS D. MCAYOT—A. P.—INTERNATIONAL NEWS-REEL PHOTO, ACME—MARCH OF TIME, W. W.
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28—EISENSTADT-PIX etc. 1st ACME
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34, 35—ALOT ELLIOTT & MARTIN HARRIS
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41—HERBERT GERR from D. S.
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63—HERBERT GERR from D. S., A. P.—THOMAS D. MCAYOT HERBERT GERR from D. S.—drawing by KENNETH W. THOMPSON
64, 65, 66, 67—MARTIN MUNKACSI
68—BILLY AB THOR BARRON

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On Caribbean cruises, on the floating palaces of the Atlantic and Pacific, on all the seven seas, you'll find "Hennessy-and-soda!" the order of the discriminating traveler. For the quality, bouquet and "clean" taste that make Three-Star Hennessy the preferred liqueur of the connoisseur also make Hennessy-and-soda a delightfully refreshing and satisfying highball.

quality
bouquet
clean taste



84 PROOF

HENNESSY-and-SODA 1 jigger of Three-Star Hennessy • 3 ice cubes Plain soda water

INSIST ON HENNESSY in a Side Car • Old-Fashioned • Mint Julep • Stinger • Cocktail • Brandy Cocktail • Brandy Sour

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LIFE

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March 20, 1939

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*I'm "Spotlight"—a Kayser creation.
 My debut made quite a sensation.
 I'm American born—
 Smart hands I adorn—
 And my future is hailed with elation!*

ELATION is right! "Spotlights" make you feel sophisticated... charmingly poised! For they're one of Kayser's very smartest spring gloves! Note the dash... the style-rightness of Kay-Spun* fabric; note, too, the couturière stitching. Spotlights are of washable rayon, American made in many, many new shades. Style 904. \$1.00 a pair.

Win a 2-Week Vacation Free!—To New York or San Francisco! 102 Other Valuable Prizes! For full details ask for entry blank at your local store selling Kayser underwear, hosiery, or gloves. If they haven't entry blanks, write Kayser, 500 Fifth Ave., New York, N. Y. Contest closes midnight April 15th, 1939.



LIFE'S COVER: Joseph William Martin Jr., of North Attleboro, Mass., occupies LIFE's cover this week for two related reasons: 1) because Washington correspondents, voting in LIFE's Congressional Poll (see pp. 15-17), rated him the ablest U. S. Representative, 2) because his leadership of the Republican minority in the House is the current sensation of Washington. In two short months he has turned the G.O.P. minority, long a spiritless and nagging rabble, into a spirited, constructive Opposition. For more on Representative Martin, see page 13.

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BE WISER...BUY
KAYSER
 AMERICAN MADE AND SOLD THE WORLD OVER

*Trade Mark

*"Smart girl...
my mother-in-law!"*

1. I knew John's folks were a bit old-fashioned, and I dreaded our first visit to his old home town. What an old-fashioned place it was... and my new mother-in-law fitted it exactly!



2. The first night we're there, mother-in-law served black coffee... at 11 o'clock! Now I *love* coffee... but I'm one of those who can't drink it. The caffeine keeps me awake!



3. Of course, I know I should never touch coffee at that time of night! But I didn't want to embarrass her, so I drank a cup. And, glory be, was that coffee *delicious*!



4. I made some polite comment about how good it was, so mother-in-law insisted I have a second cup. "But, really," I protested, "one cup is all I dare take! As it is, I probably shan't sleep a wink!"



5. "Nonsense!" said mother-in-law. "This coffee can't keep you awake. It's Sanka Coffee—97% caffeine-free and *only* the caffeine is taken out—the flavor *stays in*." "No! Really?" I chortled. "In that case..." Well, I drank two more cups... and I slept like a top!



6. Next morning, she told me: "The Council on Foods of the American Medical Association says: 'Sanka Coffee is free from caffeine effect and can be used when other coffee has been forbidden.'" Smart girl, my mother-in-law... to know that, too!



SANKA COFFEE

REAL COFFEE... 97% CAFFEINE-FREE... DRINK IT AND SLEEP

"Drip" or "Regular" Grind. Get a Can at Your Grocer's Today!

TUNE IN "WE, THE PEOPLE"... laughs, pathos, thrills, drama, as real people tell true experiences!—Tuesday evening—Columbia Network—see your local paper for time and station.



JOE MARTIN (LEFT), VOTED NO. 1 REPRESENTATIVE IN LIFE'S POLL, CHATS WITH ABLER WASHINGTON CORRESPONDENT "PETE" BRANDT OF THE ST. LOUIS "POST-DISPATCH"

WASHINGTON CORRESPONDENTS NAME ABLEST CONGRESSMEN IN LIFE POLL

In 150 years the Congress of the United States, like every other long-lived human institution, has had its ups and downs. The quality of its membership has probably varied over the years, but the times and not the men have had most to do with the ebb and flow of its influence. In times of war and panic, when a frightened, bewildered people demanded and received from the White House the swift, bold leadership of a single will, Congress has diminished to "rubber-stamp" stature. But when the people regained confidence and courage to tackle their problems the hard, democratic way of many-minded debate and compromise, then Congress has come back into its own. The Congress which assembled in joint session on March 4 to commemorate the 150th Anniversary of the first Congressional meeting was clearly on an upswing of power and prestige.

In recognition of Congress' waxing power, and of renewed public interest in its members and their views, LIFE last month wrote as follows to a picked group of Washington correspondents: "LIFE be-

lieves that the ranking members of the Washington press corps, as shrewd, experienced, objective first-hand observers, are uniquely equipped to assay the worth of the people's representatives in Congress. We believe that the American people respect your judgments as we do. We believe that the people, confused by the clamor of conflicting voices now rising in Congress, would be grateful if they were told authoritatively which of these 531 voices they should listen to with greatest confidence and respect. LIFE herewith asks you and other ranking correspondents to perform this signal service to the nation—with a frankness impossible in a signed article—on the ballots enclosed."

Each correspondent was asked to list those whom he considered the ten ablest members of each house of Congress, "dismissing as far as possible your personal relationships with the men and your opinions of their political views," and to give each one a numerical rating on each of the following attributes:

"1) *Integrity*. Does he have principles and stick

to them, regardless of political expediency?

"2) *Intelligence*. Does he have a good head, and a sound stock of information—historical and current—to use it on?

"3) *Industry*. Does he give his conscientious best to his job?

"4) *Influence*. Does he have the political savvy, and the personal charm and tact, to put his ideas across and get things done?"

The correspondents were invited to write about each of their candidates "anything you please about the man's political credo, practices or personality—perhaps something like what you might answer if somebody should ask you: 'What kind of a guy is Senator So-and-so, anyway?'"

The results of the poll, which appear on the following pages, would be interesting to alert citizens at any time. In confused and troubled 1939 they constitute a noteworthy public record. LIFE believes that its readers will join it in a hearty vote of thanks to the correspondents who produced them.

THE MEN WHO KNOW MOST ABOUT THE 531 MEMBERS OF



AT THE JOINT SESSION OF THE U.S. SENATE AND HOUSE ON MARCH 4 TO CELEBRATE CONGRESS' 100TH ANNIVERSARY (ABOVE), CHIEF JUSTICE HUGHES REMINDED

THE TEN ABLEST U. S. SENATORS

	INTEGRITY	INTELLIGENCE	INDUSTRY	INFLUENCE	AVERAGE	VOTES	POINTS
1 GEORGE W. NORRIS Ind., Nebraska	96.9	85.1	81.5	83.2	86.2	40	297.5
2 WILLIAM E. BORAH Rep., Idaho	88.4	95.6*	75.2	80.4	84.9	46	287.0
3 ROBERT F. WAGNER Dem., New York	90.0	84.5	80.9	80.4	86.0	40	261.5
4 JAMES F. BYRNES Dem., South Carolina	81.6	87.0	87.1	87.7	85.8	40	257.5
5 PAT HARRISON Dem., Mississippi	78.0	82.7	70.9	89.8*	80.4	42	215.0

	INTEGRITY	INTELLIGENCE	INDUSTRY	INFLUENCE	AVERAGE	VOTES	POINTS
6 CARTER GLASS Dem., Virginia	97.4*	92.2	71.5	81.1	85.6	32	213.5
7 CHARLES L. McNARY Rep., Oregon	79.0	85.6	76.6	82.9	81.0	36	207.5
8 ROBT. M. LA FOLLETTE, Jr. Prog., Wisconsin	89.2	89.1	90.1*	70.7	84.9	28	170.0
9 ARTHUR H. VANDERBILT Rep., Michigan	78.4	85.2	85.2	71.6	80.1	34	164.5
10 BURTON K. WHEELER Dem., Montana	84.1	85.9	82.2	77.5	82.4	33	155.0

The tables above represent the composite judgment of the 53 correspondents voting. The ten candidates on each voter's ballot were ranked from 1 to 10 according to the average of the "grades" which the voter had awarded each candidate in Integrity, Intelligence, Industry and Influence. Composite top grade in each category is indicated by *. Final ranking was determined by point score, with each first place vote counting 10 points, each second place 9, each third 8, down to 1 for each tenth place. (In case of tie, points were divided.) Thus Senator Norris with 40 votes outranks Senator Borah with 46 because Norris topped the lists of 20 voters while only 11 rated Borah the No. 1 Senator.

THESE ARE THE 53 WASHINGTON CORRESPONDENTS WHO VOTED IN LIFE'S POLL

PHELPS H. ADAMS, New York Sun
THEODORE C. ALFORD
Kansas City Star, Kansas City Times
FREDERICK R. BARKLEY
New York Times
JACK BEALL
New York Herald Tribune
ULRIC BELL
Louisville Courier-Journal
RAYMOND P. BRANDT
St. Louis Post-Dispatch
HAROLD BRAYMAN
Philadelphia Evening Public Ledger
NED BROOKS
Cleveland Press, Cincinnati Post, Columbus Citizen, Kentucky Post

WALTER BROWN
Winston-Salem Journal, Winston-Salem Sentinel, Greenville News, Greenville Piedmont, Asheville Citizen Times
WALKER S. BUELL, Cleveland Plain Dealer
RAYMOND CLAPPER
Scripps-Howard Newspaper Alliance
JESSE S. COTTRELL
Charlotte Observer, Arizona Daily Star, Chattanooga News, Rochester Democrat and Chronicle, Rochester Times-Union, Watertown Daily Times, Troy Record, Troy Times, Nashville Banner
KENNETH G. CRAWFORD
Philadelphia Record, New York Evening Post
WILLARD EDWARDS
Chicago Tribune Press Service

MORRIS D. ERVIN
Cincinnati Times-Star
J. FRED ESSARY, Baltimore Sun
CARTER FIELD
Hill Syndicate, Boston Herald
MARK FOOTE
Grand Rapids Press, Saginaw News, Jackson Citizen Patriot, Flint Journal, Kalamazoo Gazette, Bay City Times, Muskegon Chronicle, Ann Arbor News
EDWIN W. GABLEMAN
Cincinnati Enquirer
CHARLES O. GRIDLEY
Denver Post, Peoria Star, Moline Dispatch
BULKLEY S. GRIFFIN
Brockton Enterprise, New Haven Register, Springfield Union, Pittsfield Eagle, Lynn Item, Hartford Times, Waterbury American, Manchester Union Leader

CONGRESS NOMINATE TEN NATIONAL LEADERS IN EACH HOUSE



THE LIVING EXPONENTS OF REPRESENTATIVE GOVERNMENT" THAT "REPRESENTATION MEANS LEADERSHIP AS WELL AS RESPONSIVENESS AND ACCOUNTABILITY"

THE TEN ABLEST U. S. REPRESENTATIVES

		INTEGRITY	INTELLIGENCE	INDUSTRY	INFLUENCE	AVERAGE	VOTES	POINTS
1	JOSEPH W. MARTIN Jr. Rep., Massachusetts	86.3	87.6	94.3 *	87.9	89.1	45	335.0
2	HATTON W. SUMMERS Dem., Texas	94.6 *	90.4	80.2	86.8	88.0	42	333.0
3	SAM RAYBURN Dem., Texas	82.1	87.2	92.5	91.4 *	88.3	43	319.5
4	WILLIAM B. BANKHEAD Dem., Alabama	84.8	88.1	82.5	90.9	87.1	34	214.5
5	CLIFTON A. WOODRUM Dem., Virginia	88.2	86.9	89.3	84.7	87.3	33	201.5

		INTEGRITY	INTELLIGENCE	INDUSTRY	INFLUENCE	AVERAGE	VOTES	POINTS
6	JAMES W. WADSWORTH Rep., New York	91.8	95.5 *	72.8	69.9	82.5	36	145.0
7	LINDSAY C. WARREN Dem., North Carolina	83.9	86.4	84.4	82.1	84.2	23	130.0
8	CARL E. MAPES Rep., Michigan	93.9	87.1	83.9	75.4	85.1	16	92.5
9	ROBERT L. DOUGHTON Dem., North Carolina	87.6	79.0	80.6	83.0	82.5	17	77.0
10	BRUCE BARTON Rep., New York	81.1	92.1	76.3	58.5	77.0	20	74.0

JAY G. HAYDEN
Detroit News
RAYMOND Z. HENLE
Pittsburgh Post-Gazette, Toledo Blade, Newark Star-Eagle
RICHARD HOLLANDER
Washington News
WALTER KARIG
Newark Evening News
RUSSELL KENT
Birmingham News, Birmingham Age-Herald
FLETCHER KNEBEL
Cleveland Plain Dealer
PAUL R. LEACH
Chicago Daily News
C. GOULD LINCOLN
Washington Star

PAUL MALLON
King Features Syndicate
CHESLY MANLY
Chicago Tribune Press Service
MARSHALL McNEIL
El Paso Post, Fort Worth Press, Houston Press, Oklahoma News
CHARLES R. MICHAEL
New York Times
BLAIR MOODY
Detroit News
GEORGE MORRIS
Commercial Appeal (Memphis)
W. H. MYLANDER
Toledo Blade, Pittsburgh Post-Gazette, Toledo Times, Newark Star-Eagle
SIDNEY OLSON
Washington Post

DREW PEARSON
United Features Syndicate, Hayas News Agency
LEON M. PEARSON
United Features Syndicate
FRED W. PERKINS
Pittsburgh Press
CLIFFORD A. PREVOST
Detroit Free Press
DUKE SHOOP
Kansas City Star
RALPH SMITH
Atlanta Journal
MARK THISTLETHWAITE
Indianapolis News, Fort Wayne Journal Gazette, Evansville Courier Journal, Terre Haute Tribune

CHARLES P. TRUSSELL
Baltimore Sun
ALBERT L. WARNER
New York Herald Tribune
GLADSTONE WILLIAMS
Miami Herald, Fresno Bee, Modesto Bee, Atlanta Constitution, Sacramento Bee
RICHARD L. WILSON
Des Moines Register and Tribune
ARTHUR C. WIMER
Hartford Courant, New Castle News
LEWIS WOOD
New York Times
JAMES L. WRIGHT
Buffalo Evening News
Names of two voters omitted by request

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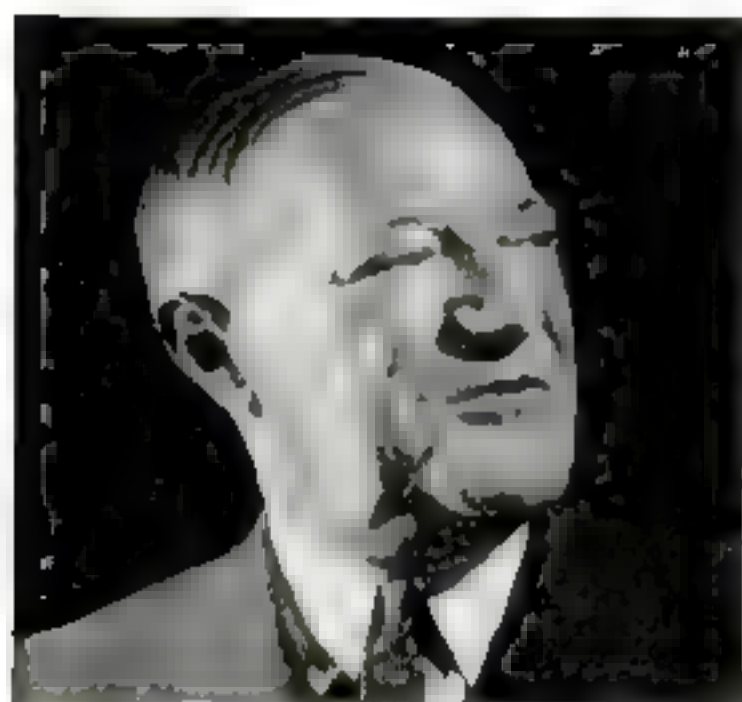
(continued)

ABLEST SENATORS

1 George William Norris, Nebraska Independent (right). Born Sandusky County, Ohio, July 11, 1861, son of a farmer. Career: school teacher, lawyer, judge, U. S. Representative, in Senate since 1913. Personality: quiet, companionable, a homebody. Specialty: public electric-power. Correspondents pro: "a grand old man," "greatest liberal of them all," "the only real statesman in Congress," "has probably accomplished more than any other man in the Senate," "vast prestige and absolute integrity." Correspondents con: "has slowed up in late years," "fast-aging man now leaning on past achievements," "thinks he is the world's only honest man."



2 William Edgar Borah, Idaho Republican (right). Born: Wayne County, Ill., June 29, 1865, son of a farmer. Career: lawyer, in Senate since 1907. Personality: friendly, dignified, a homebody. Legislative specialties: foreign affairs, American isolation. Correspondents pro: "aging but still can deliver; belongs here on record," "still the topflight orator of the Senate," "his greatest contribution to statesmanship is in stopping bad legislation," "the best mind in the Senate." Correspondents con: "starts more than he finishes," "he gives up good ideas too soon," "now old and lazy," "useless in committee where constructive legislation is formulated."



3 Robert Ferdinand Wagner, New York Democrat (left). Born: Nansstatten, Germany, June 8, 1877, son of a janitor. Career: brought to New York at 8, newsboy, grocery boy, lawyer, Tammany worker, judge, in Senate since 1927. Personality: simple, genial, slow-moving. Specialty: social legislation. Correspondents pro: "sincere, social-minded humanitarian," "most useful Senator in a constructive way," "tenacity 1,000%." Correspondents con: "his influence is great because of Administration backing," "his laws would be better if he did not play labor politics," "with average abilities and almost no personal following, he gets results by plugging."

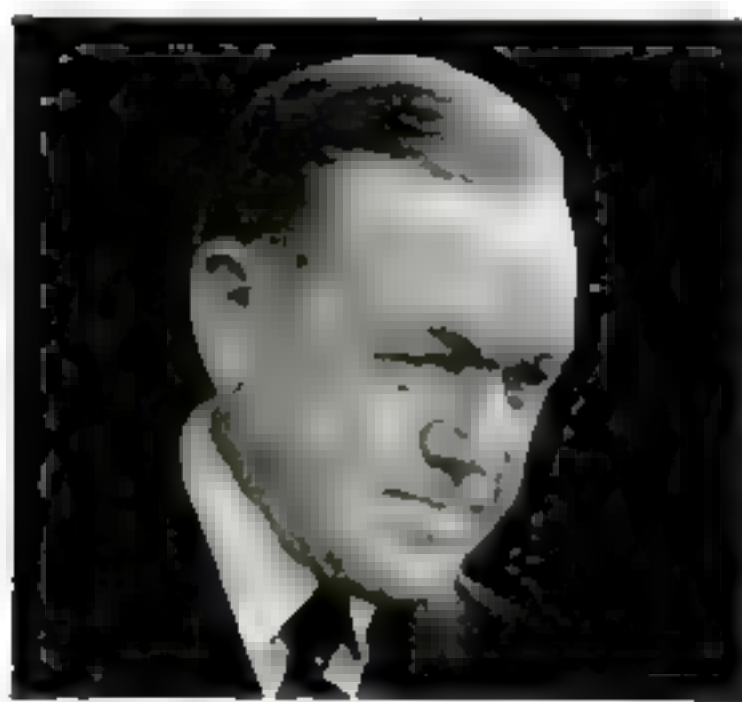
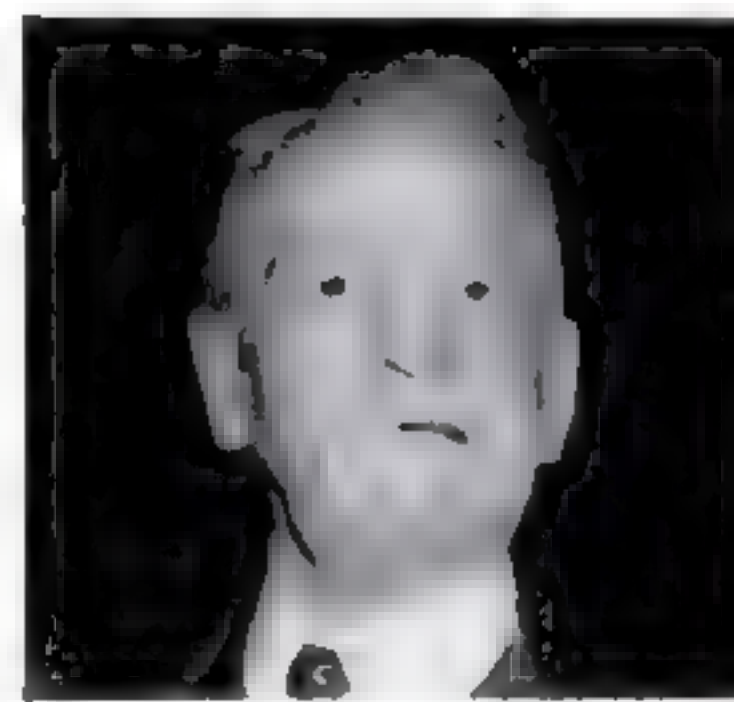


4 James Francis Byrnes, South Carolina Democrat (left). Born: Charleston, S.C., May 2, 1879. Career: odd jobs to help support widowed mother, court reporter, newspaper editor, U. S. Representative, in Senate since 1930. Personality: genial, suave, dapper. Specialties: Relief reform, government reorganization, economy. Correspondents pro: "the Senate's hardest worker," "an able conciliator," "tops as a conniver," "best legislator on Capitol Hill," "very effective on the floor and in committee room," "tremendous influence behind the scenes." Correspondents con: "a politician first," "too politically minded," "not overly strong on principle."

5 Byron Patton (Pat) Harrison, Mississippi Democrat (right). Born: Crystal Springs, Miss., Aug. 20, 1881, son of a merchant. Career: newsboy, semi-pro baseball player, lawyer, U. S. Representative, in Senate since 1919. Personality: mellow, witty. Specialties: taxes, economy. Correspondents pro: "he elevated horse-trading to statecraft," "the best wangler in the Senate," "a natural lender," "conservative balance wheel," "second only to Jack Garner as an undercover worker," "shrewd, smart as the devil," "the cunning fox of the Senate." Correspondents con: "inclined to be lazy," "not very industrious," "downright lazy," "strictly lazy."



6 Carter Glass, Virginia Democrat (right). Born: Lynchburg, Va., Jan. 4, 1858, son of a newspaperman. Career: printer's devil, pressman, editor and publisher, U. S. Representative, Secretary of the Treasury, in Senate since 1921. Personality: peppery. Specialties: banking, economy. Correspondents pro: "a tower of integrity and a monument of service," "fearless, independent," "best fiscal brain in Congress," "the Senate's only intellectually honest man." Correspondents con: "age slows up his industry," "irritable, fussy, seething and envious," "a nasty, bitter fighter, intensely prejudiced," "his vindictiveness tends to impair his influence."



7 Charles Linza McNary, Oregon Republican (left). Born: near Salem, Oregon, June 12, 1874, son of a farmer. Career: farm boy, lawyer, law school dean, judge, in Senate since 1917, minority leader since 1933. Personality: gracious, friendly, easy-going. Specialty: farm legislation. Correspondents pro: "a moderate leader who knows what is going on all the time and guides his party as liberally as politics will allow," "a sensible oppositionist," "the harmonizer and balance wheel of conservative liberalism," "his Republican leadership has been intelligent." Correspondents con: "Not too scrupulous," "unburdened with ideals," "is all for McNary."



8 Robert Marion La Follette Jr., Wisconsin Progressive (left). Born: Madison, Wis., Feb. 6, 1895, son of a statesman. Career: secretary to his late, great father, in Senate since 1925. Personality: dynamic, gregarious, social. Specialties: tax reform, government ownership of banks and utilities. Correspondents pro: "the most sane and effective of the leftist liberals," "willing to stick his chin out for his convictions," "keen mind, sincere," "alert on all fronts," "far-seeing though wearisome." Correspondents con: "his liberalism is tailored to suit the occasion," "scared to death since Wisconsin elections and now afraid to initiate anything."

9 Arthur Hendrick Vandenberg, Michigan Republican (right). Born: Grand Rapids, Mich., March 22, 1884, son of a merchant. Career: newsboy, billing clerk, reporter, editor, in Senate since 1928. Personality: solemn, ponderous. Specialty: neutrality. Correspondents pro: "the most effective Republican," "very effective in debate, a hard worker," "industrious, alert, has reporter's knack of picking weak spots in New Deal," "thorough in research." Correspondents con: "erratic and overly ambitious," "struts for the galleries," "could be more effective and greater if he didn't point his every move, every speech at the 1940 White House race."



10 Burton Kendall Wheeler, Montana Democrat (right). Born: Hudson, Mass., Feb. 27, 1882, son of a shoemaker. Career: clerk, book salesman, lawyer, in Senate since 1923. Personality: serious, taciturn. Specialties: silver, farm and railway legislation. Correspondents pro: "as cunning as Harrison, harder-working, but a lone wolf," "a crusader," "high intelligence," "growing and maturing," "his loyalty to principle in Supreme Court fight." Correspondents con: "violent dislikes color his judgment," "he sometimes lets his grudges get the better of his principles," "he is now trimming his sails to get right with the Administration."



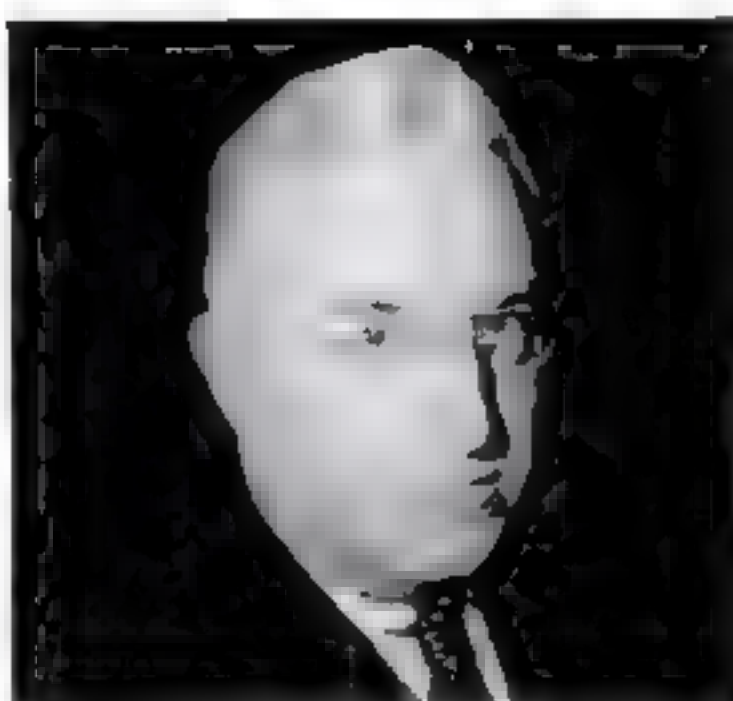
strength and weaknesses

1 Joseph William Martin Jr., Massachusetts Republican (right). Born: North Attleboro, Mass., Nov. 3, 1884, son of a blacksmith. Career: newspaper reporter, editor, publisher, State legislator, in House since 1925, elected minority leader this year. Personality: amiable, hearty bachelor. Specialty: Republican tactics. Correspondents pro: "best Republican leader since Longworth," "an able, intelligent, extremely conscientious opposition leader who gets results," "in six weeks he has knit his party into an effective minority." Correspondents con: "has much to learn as a leader but still commands loyalty," "final judgment still in abeyance."



3 Sam Rayburn, Texas Democrat (left). Born: Roane County, Tenn., Jan. 6, 1882, son of a farmer. Career: lawyer, State legislator, in House since 1913, majority leader since 1937. Personality: vigorous, retiring. Specialties: interstate commerce, stock exchange and utilities reform. Correspondents pro: "a clever party floor leader, a hard worker and able legislator," "a wise party leader who knows the value of compromise." Correspondents con: "he has lost his heart for much of the New Deal, and the Democrats whom he is charged to lead feel it," "is attempting to serve both Roosevelt and Garner—rather a difficult thing to do."

5 Clifton Alexander Woodrum, Virginia Democrat (right). Born: Roanoke, Va., April 27, 1887, son of a lawyer. Career: lawyer, judge, in the house since 1923. Personality: vigorous, gregarious, oratorical. Specialty: Government economy. Correspondents pro: "a fiscal expert who has real influence," "a hard fighter, able legislator and the recognized leader of old-line Democrats," "the most potent force for Congressional independence," "a moderate who would like to go along with the New Deal but has guts enough to oppose it when he can't honestly agree." Correspondents con: "his wide activities, too wide to realize higher influence."



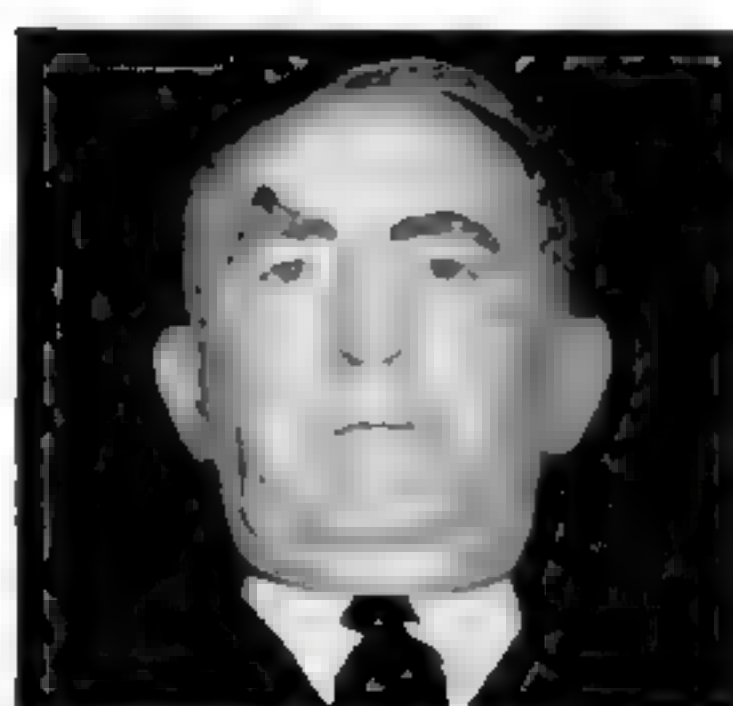
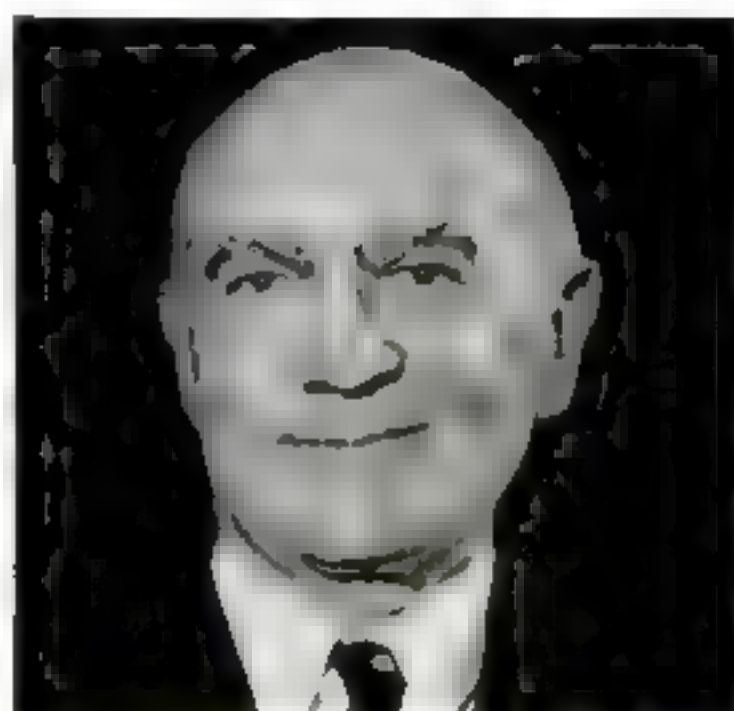
7 Lindsay Carter Warren, North Carolina Democrat (left). Born: Washington, N. C., Dec. 16, 1889, son of a lawyer. Career: lawyer, State legislator, in House since 1925. Personality: dynamic, eloquent. Specialties: farm legislation, Government reorganization (the House passed his bill March 8). Correspondents pro: "an all around able and influential legislator," "best legislator in House; knows how and when to talk but is at his best in building up fires in cloak rooms," "good leader and strategist." Correspondents con: "shows flights of genius about once a year, then lapses into indifference," "embarrassed by trying to mix conservatism with liberalism."

9 Robert Lee Doughton, North Carolina Democrat (right). Born: Laurel Springs, N. C., Nov. 7, 1863, son of a farmer. Career: farmer, horse-trader, bank president, State legislator, in House since 1911, chairman of the No. 1 House Committee, Ways & Means, since 1933. Personality: shrewd, backwoodsy, taciturn, frugal. Specialties: taxes and tariffs. Correspondents pro: "as head of Ways & Means responsible for all tax legislation; he is not the strong man of the Committee but is shrewd," "has more common horse sense than any other five men in House," "experience and integrity are best assets." Correspondents con: "lacks background and information."



ABLEST REPRESENTATIVES

2 Hatton Walker Sumners, Texas Democrat (right). Born: near Pulaski, Tenn., May 30, 1875, son of a farmer. Career: lawyer, farm paper writer, in House since 1913. Personality: stern, scholarly, hot-tempered. Specialties: Constitution, judiciary. Correspondents pro: "ablest and most potent advocate in Congress," "soundest man in Congress," "a head that is wise as well as smart," "when he talks the House listens," "extraordinarily courageous man," "should be on Supreme Court," "his speech turned the tide against the Supreme Court bill." Correspondents con: "natural conservatism influenced by political considerations."



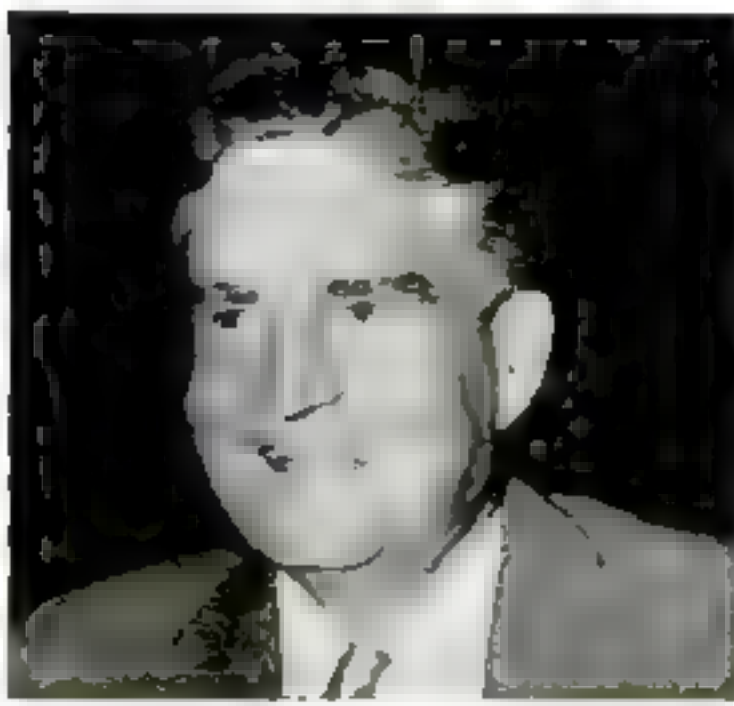
4 William Brockman Bankhead, Alabama Democrat (left). Born: Muscow, Ala., April 12, 1874, son of a planter-Senator. Career: lawyer, State legislator, Tallulah's father, in House since 1917, Speaker since 1935. Personality: dignified, gracious. Specialty: parliamentary procedure. Correspondents pro: "a scholar and gentleman," "aristocratic, friendly, experienced," "briny, a natural orator," "a strong mind," "fine parliamentarian," "handicapped by health, otherwise would make a strong Presidential candidate." Correspondents con: "integrity marred by efforts to follow orders from White House in which he does not believe."

6 James Wolcott Wadsworth Jr., New York Republican (right). Born: Genesee, N. Y., Aug. 12, 1877, son of a gentleman farmer-politician. Career: St. Mark's, Yale, Spanish-American War, rancher, livestock breeder, State legislator, U. S. Senator 1914-26, in House since 1933. Personality: suave, silent, self-contained. Specialty: repeal of New Deal. Correspondents pro: "scholarly and able," "has political courage," "experienced," "high calibre," "intelligent." Correspondents con: "... but lazy," "... but lazy," "... but lazy," "not a hard worker," "too high hat for some of the boys," "very short in influence because of his tory sympathies."



8 Carl Edgar Mapes, Michigan Republican (left). Born: Eaton County, Mich., Dec. 26, 1874, son of a farmer-insurance man. Career: farm hand, lawyer, State legislator, in House since 1913. Personality: quiet, unassuming, slow-spoken. Specialty: interstate and foreign commerce. Correspondents pro: "a very sincere, very experienced, quite able veteran who has been classed as a conservative but is in fact a middle-roader much more liberal than others who wear that mantle for political purposes," "plodding, painstaking, determined and able," "has stood for principle against every crackpot-ism; has respect of all House members." Correspondents con: none.

10 Bruce Barton, New York Republican (right). Born: Robbins, Tenn., Aug. 5, 1896, son of an author-preacher. Career: reporter, magazine editor, author (*The Man Nobody Knows*), bigtime advertising man, in House since 1937. Personality: suave, hearty. Specialty: "repeal a law a day." Correspondents pro: "his intelligent opposition to the New Deal has made him a model which less wise Republicans might well copy," "Barton is smart and knows it," "a Republican smoothie with a good head." Correspondents con: "he isn't taking his Congress job very earnestly," "his ability as a business executive is diluted by his eagerness to show off."



LIFE ON THE NEWSFRONTS OF THE WORLD

Ablest Congressmen plug recovery; U. S. wins race with Nazis for Brazilian trade

The prime conclusion to be drawn from LIFE's Congressional Poll (see pp. 13-17) is that—contrary to what politicians spend much of their time trying to persuade the country to believe—truth and virtue are not the sole possession of any one political party or school of political thought. If the worth of ideas is to be judged by the worth of the men who espouse them, then, with the ablest men in Congress holding political views ranging from the radicalism of a La Follette to the reactionism of a Glass, it would appear that there is something to be said on both sides of almost any current political argument.

Statistically, the 20 Ablest break down as follows: Democrats, 11; Republicans, 7; Independents, 1; Progressives, 1. Thus each major Party's percentage of top ability is approximately equal to its numerical strength in Congress. For its light on the current split in the Democratic Party, it is worth noting that of the three convinced New Dealers (Norris, Wagner, La Follette) among the top 20, only one is a Democrat. Yet among the whole 20, Democrats and Republicans alike, only Senator Glass and Representative Wadsworth are bitter-end anti-New Dealers.

An astonishing showing in the poll was made by Senator Robert A. Taft of Ohio. With only six weeks of Senate service behind him, he finished No. 12 in the Senate poll—establishing him more firmly than ever as a comer in national politics.

A sound and basic Recovery was first in the minds of the Twenty Ablest Senators and Representatives when LIFE asked them last week what they consider the most urgent problem now facing the nation. Some answers:

Senator Borah: "The greatest problem in the world today is the constantly increasing poverty of the masses. Armaments, monopoly and war mean the continuation of this poverty."

Senator Wagner: "Intelligent long-range planning by government."

Senator Byrnes: "Unemployment."

Senator Glass: "Stop spending more money than we collect."

Senator La Follette: "Put our idle man power, idle capital and idle productive capacity on farms and in factories back to work producing vastly more real wealth in the form of goods and services."

Representative Rayburn: "Recovery and definitive continuing progress."

Representative Woodrum: "Financial recovery."

Representative Warren: "Recovery of agriculture and business."

Representative Barton: "Debts and deficits."

Trade with Brazil. The much-touted "trade war" between the U. S. and the Fascist nations for the markets of South America turned up an important victory for the U. S. last week. On March 9 in Washington Secretary Hull and Senor Oswaldo Aranha, the shrewd and gracious Foreign Minister of Brazil, concluded agreements giving a big boost to U. S.-Brazilian trade. Specifically: 1) the U. S., through the Export-Import Bank, will loan Brazil about \$20,000,000 with which to free her foreign-exchange market of restrictions, and (Congress

willing) another \$50,000,000 in gold to establish a Central Reserve Bank; 2) Brazil will resume payments on about a third of a billion dollars of U. S. loans. U. S. credit will be provided to finance exports to Brazil and U. S. technical experts to help Brazil develop her agriculture and industries.

These agreements meant that the biggest country in South America, after three years of flirting with Germany, had chosen to tie her economic fortunes to the U. S. Since 1924, Germany has made striking inroads into South America by her system of barter trading. With Brazil she more than doubled her trade by swapping her manufactured products for cotton, coffee and rubber. Brazil liked the brisk trade but found that the "blocked marks" upset her financial system and that she had to take whatever products Germany wanted to get rid of, at Germany's prices. Last summer she stopped all trade in "blocked marks" for a month, later resumed it.

Brazil knows that the U. S., nearer and richer than Germany, is still by far her best customer. German trade at its peak never reached half that with the U. S. The U. S., too, has money to lend and Germany has none. Brazil is traditionally the United States' best friend in Latin America, and for good economic reason. A tropical country, she raises chiefly crops that the U. S. needs. A temperate country like Argentina raises wheat and beef, both products which compete with ours.

Brazil too has always been friendly to the Monroe Doctrine, even to naming the building where her Senate meets the Monroe Palace. The trade agreement opened the way for closer co-operation in defending the Western Hemisphere against Fascist aggression. Day after the agreements were signed Senator Pittman suggested that U. S. shipyards be allowed to build warships for Latin American countries.

The setback to Germany was recognized in Berlin, where Major General Wilhelm Faupel, head of the "Ibero-American Institute," attacked the Monroe Doctrine and the U. S., urging Germans to press their propaganda in South America by radio, press and film, "just like the United States."

Seditious Slovakia. After Munich the Czechs, 20 years too late, granted autonomy to the Slovaks and the Carpatho-Ukrainians in Czecho-Slovakia. By that time some Slovaks and Carpatho-Ukrainians had ceased to be loyal Czechs, promptly began planning sedition. Last week the Czech Government, which has all the money in Czecho-Slovakia, cracked down on both little governments on pain of getting no Federal funds, kicked out Premier Tiso of Slovakia and Transportation Minister Revay of Carpatho-Ukraine. Both addressed frenzied appeals to Germany. Revay's was turned down. Tiso's was good enough to send Hitler into a huddle with his foreign-

policy advisers. But the shrewd Czechs seemed to have picked a moment when Hitler did not want to get mixed up in the troubles of other people's minorities.

Communist Cleanup. An Army cabal, headed by Colonel Segismundo Casado, last week kicked out of Loyalist Spain the "Death With Honor" Government headed by Premier Negrin and put in General Miaja as president of the National Defense Council. "Peace, but a worthy peace, in the way the war was worthy," was Miaja's program. This by no means suited the Spanish Communists. Whole regiments of them revolted all over Loyalist Spain, were blown down by Republican artillery, tanks and planes. Franco's attitude toward the new government was revealed by the calm with which he held his waiting armies off until the Loyalists had cleaned their skirts of the Communist regiments.



MIAJA



GANDHI

Fast. India's Saint Gandhi last week tried once more the dog-eared political weapon of the fast to bluff the Thakore Saheb of Rajkot into reforming his government. The fast lasted four days amid a general uproar all over India. Then British Viceroy Lord Linlithgow ordered that the case be submitted to the Chief

Justice of India, Sir Maurice Gwyer, as a just judge. Gandhi accepted the principle of British judgment between Indians and drank a glass of orange juice.

PICTURE OF THE WEEK

At the Anacostia Naval Air Station near Washington, March 3, Eleanor Roosevelt smacked a bottle of water against the nose of the world's biggest airplane. The water, scooped from the seven seas, splashed into Mrs. Roosevelt's face and over her red coat and hat. The plane the President's wife was christening was the *Yankee Clipper* (see p. 72), Pan American's huge new flying boat that, by summer, will probably be flying mail and passengers between U. S. and Europe. One of six super-Boeings bought by Pan American, the *Yankee Clipper* is far and away the most formidable entry in the international race for transatlantic plane service. A sister plane has already made a test run from San Francisco to Hong Kong.



THE "YANKEE CLIPPER"



TISO



TAFT



HULL & ARANHA



The President's wife gets wet christening a transatlantic plane

OFFICIAL WASHINGTON EMBARRASSED BY PICKET LINES OUTSIDE HOTELS



In the Capital on March 8 a dozen hotels were crippled by a strike of waiters, maids, bartenders, cooks and other employees on issue of union recognition and the closed shop. Greatly embarrassed were resident labor-conscious politicians. The White House Correspondents canceled their annual dinner to spare President Roosevelt the ordeal of passing a picket line. One Republican Congressman accused New Dealers of "sneaking" into their hotels by back doors. No back-door sneakers were Senators J. Hamilton Lewis (*above*), and Carter Glass (*below*) who marched straight through the lines, straight through the entrance of the swank Mayflower.



HELEN HAYES GETS ALL DRESSED UP FOR JAMIE, HER ADOPTED BABY BOY



In Nyack, N. Y., on March 10, James Gordon MacArthur, 14-month old adopted son of Actress Helen Hayes and Playwright Charles MacArthur, was introduced to the great American public. His foster sister, Mary, entered the world in a blaze of publicity nine years ago. Her arrival halted the run of *Coquette*, was declared in court an "Act of God." Jamie's advent did not interrupt his mother's work in *Victoria Regina*. Above, as Victoria, Miss Hayes poses for artistic Mary; below, she plays peek a boo with Jamie. Her new play has a baby's role. Asked if Jamie might accept an infant's role, MacArthur replied "We'll have to see if he likes the script."



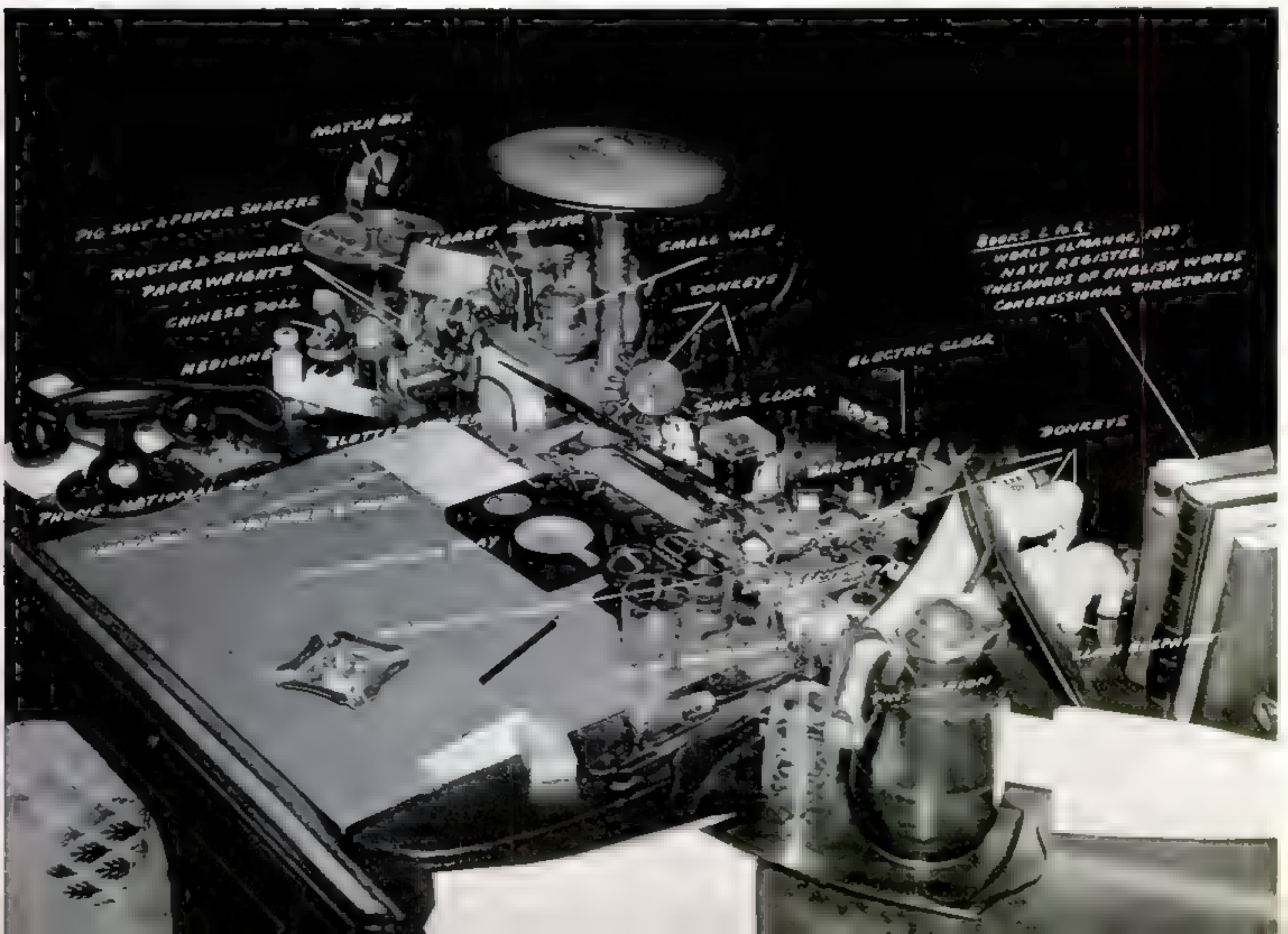
THE PRESIDENT GETS A MEDAL FOR PROMOTING RELIGIOUS TOLERANCE



At his desk in the Executive Offices of the White House on March 6, President Roosevelt received the 1938 medal awarded by *The American Hebrew* for his work in promoting better understanding between Christians and Jews. The award, unanimously voted to the President by a committee

representing all faiths, was presented by General Hugh S. Johnson (above, right), who said: "You have done more than any man to reconcile the silly differences of these separate faiths to universal brotherhood in love of God." The General and other committee members, standing behind the

President, had an enviable chance to examine closely one of the world's most famous desks. *Items*: On it they saw among other things: seven donkeys; one bearing initials of Emergency Relief Administration; two pgs. on elephant, one square, one rooster, four ash trays; seven matchboxes



ADOLF HITLER GIVES GERMANY ITS CUE TO HAVE FUN

Nazis try whoopee as one way to forget Germany's troubles

Something very strange was happening in Nazi Germany last week. Adolf Hitler, the ascribe woman-hater, was telling the Germans to have fun and setting them a paltry example with two American dancers.

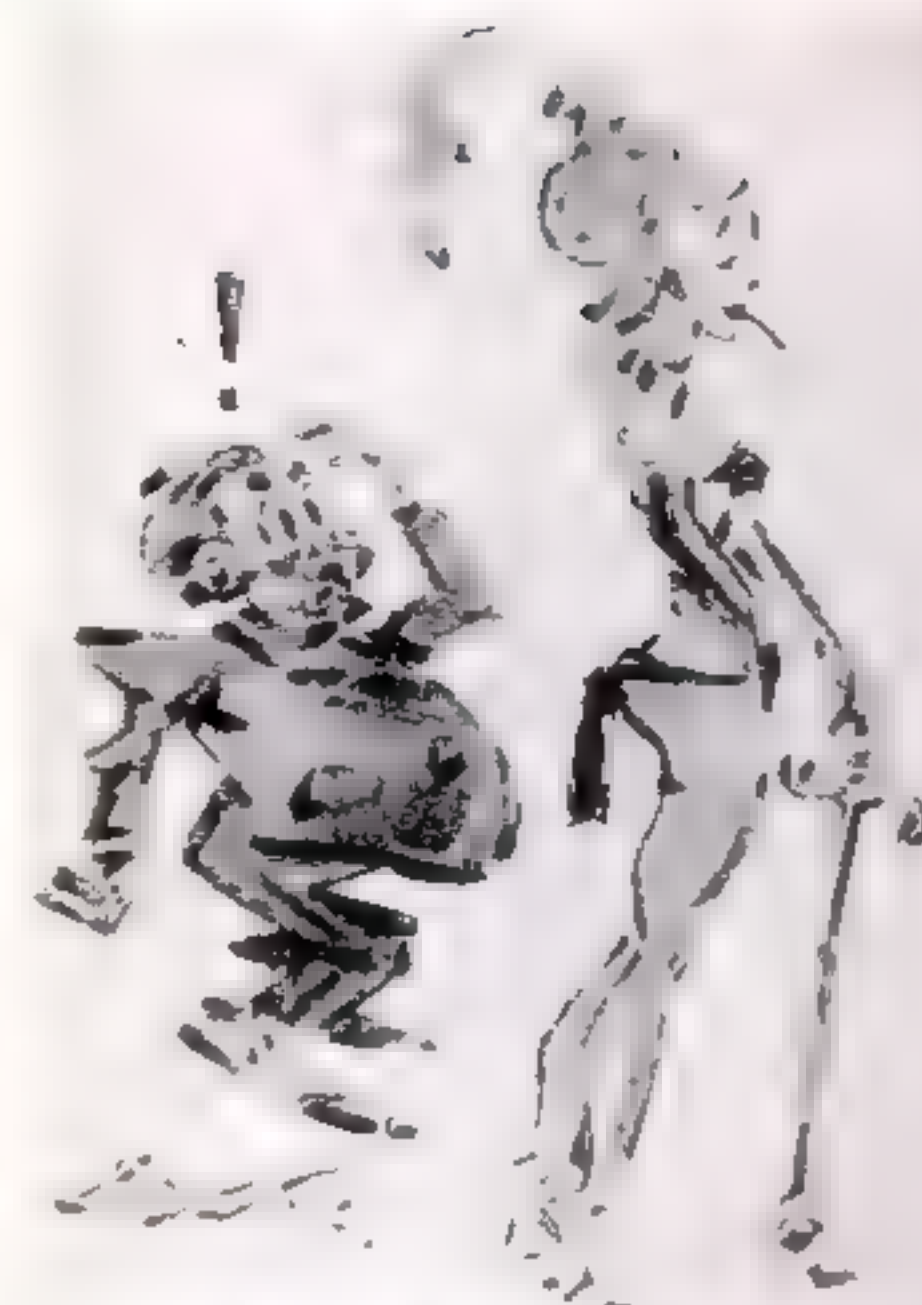
Pleasure is taken for granted in most countries but

not up to now in Nazi Germany. There Strength, Honor, Obedience, Loyalty, Courage and Work have been the stern code. But today the German people, nervous and overwrought since Munich, want more butter and eggs, more peace and quiet at home. Unable to guarantee them these benefits, Hitler, Göring, Goebbels & Co. have decreed that they shall, instead, get some ramshackle fun out of Nazi life. The pictures on these pages show current samples of that fun.

On Feb. 21 Hitler sent to Cannes for one Marion Daniels, daughter of a Stockton, Calif. hotelkeeper, and paid her \$1,170 to dance the lead before him in *The Merry Widow* at Munich. Two weeks later he spotted another American dancer, Miriam Verne, in a Berlin musical show, engaged her to dance at a reception in his great new Chancellery. He pursued her at two rehearsals, gave her candy, a medal and a cash present. Both these girls impressed Hitler with "the marvelous movements of body and legs."

Simultaneously the whole-controlled German press burst forth with such pictures of German girls and German men, cutting mixed high jinks as had not been seen in Germany since the Nazis came to power. Occasion was the annual Carnival time, but never before had the German press been encouraged to present the Carnival as an outright orgy. On the opposite page you see how four weekly magazines covered this new form of Nazi fun.

Climax of the campaign came on March 8 when Propaganda Minister Paul Joseph Goebbels (see page 10) for *Chaussep* awarded a \$400 first prize in a joke contest in his *Der Angriff* to a Berlin building worker named Kurt Naumann. Naumann's jokes,



Prize-winning joke. The girl says, "I will not perform in this costume." Man asks, "Why not? Does one see too much?" Girl replies, "Rubbish—on the floor! Too little!"

illustrated by himself, are shown on this page. Purpose of Goebbels' contest was to prove that Germany "still has humor." Goebbels reported that "joy, robust fun seems widespread."

Such strange Nazi behavior was this that some foreigners revived the old fable that Hitler is dead and that his double is responsible for the change in Nazi mores. Two weeks ago appeared a book, *The Strange Death of Adolf Hitler*, Munich, \$2.50, claiming that Hitler was assassinated Sept. 29, 1938. The book, in fact, is purported to be written by the double.



Prize-winning joke. The girl says, "You haven't seen my new dress. I bought it on the installment plan." Man replies, "I suppose you're wearing the first installment."

AMERICAN DANCER No. 1, MARION DANIELS



THIS IS ONE OF HITLER'S DOUBLES



AMERICAN DANCER No. 2, MIRIAM VERNE





Ankle-grabbing at an artists' Carnival ball in Vienna was captioned in the *Berlin Illustrated Weekly*: "Adventurous hunters tried their luck at a rabbit hunt. The building was well-suited to such bold chases. 'Let go! 'Don't let go! 'I won't let go!'"



"Carefree cheer" was the *Munich Illustrated Press* headline on this picture in its Carnival issue. Captions: "Holy vows are exchanged as well as telephone numbers—and kept with true Carnival fidelity, at least during this half hour in a dark corner."

"Joy Waves" in the *Hamburg Illustrated*. The caption is a German jingle which describes the reader's shocked surprise at these revellers' behavior at the table. The other pictures on the same page are captioned, "See how they enclose! Isn't it terrible?"



"Please, Please Kiss Me" is the *Cologne Illustrated Weekly's* headline on a spread of kissing photographs taken at the Cologne artists' ball. There is an extra leg visible. "What difference," asks the caption, "does one leg more or less make at the Carnival?"



LIFE PRESENTS LANDSCAPES AND A GARDEN CALENDAR FOR LIFE'S HOUSES

Last September LIFE in conjunction with *The Architectural Forum* presented eight houses designed for modern American living (LIFE, Sept. 20). Eight architects planned homes for four typical U.S. families in various income groups living in various parts of the country. Four houses were done in traditional style, four in modern.

Up to date, dozens of LIFE houses are either built or building. More than \$250,000 has been spent constructing and furnishing them. From hundreds of readers, LIFE has received word that, stimulated by LIFE's houses, they definitely expect to build new homes. LIFE has already shown the houses going up, and their rooms furnished. Now, as spring comes on, LIFE goes out of doors for one of the most important jobs of modern home planning—landscaping.

Eight top-notch landscape architects have drawn plans for landscaping LIFE's houses. These are shown on the following pages in color. Their functional, flexible designs should interest anyone who has or expects to have a plot of land to live on.

When LIFE planned its houses, it found out first what each family needed and desired. All wanted their land to be useful in the enjoyment of living. The discovery and expression of this simple urge is the most important thing that has happened to landscape gardening in the past 20 years. American gardens were once designed in haphazard manner. Usually the brain child of the lady of the house, they were overcrowded and badly spaced. Trees grew too thick, cutting off sunlight. Children, playing near flower beds or in the middle of a lawn, trampled the flowers and wore the lawn bare. But as Americans now begin to value the garden as a place for living, they are making the garden what it should be: an extra room which is an integral part of the house.

Here the landscape gardener has become very valuable in blending use and beauty. Attacking the problem of overcrowding, he has efficiently planned play space, flower space and service space. In designing

and supervising, landscape architects can save a home-owner both trouble and expense. His average fee is 10% of the total cost of a landscape job. For LIFE's gardens, the architects considered cost carefully. The \$2,000-\$5,000 income-group homes can be completely landscaped (includes grading, drive-ways, trees, shrubs, flowers) for less than \$1,000, provided the owner does most of the work. Not more than \$450 has to be spent the first year, the expense being spread over four or five years. The \$3,000-\$4,000 income house can be landscaped for \$1,000 to \$1,400 with the owner doing most of the work. The \$5,000-\$6,000 income house can be landscaped for \$1,500 to \$2,500. The \$10,000-\$12,000 income house can be landscaped for \$3,000 to \$4,000.

The landscape architect often leaves the specific choice of garden flowers to the client. He makes sure, however, that the colors are varied and in harmony, that plants are chosen so that the garden will not be

without flowers at any time from spring into fall. For the novice gardener and prospective LIFE home-owner, LIFE has prepared a flower calendar.

The map below divides the U.S. into four regions, showing in which month the daffodil, spring's greatest flower, comes into bloom. At bottom is a regional calendar keyed to the map. If you live in a region where the daffodil blooms in April, look for that designation at the left hand side of the chart and follow the month-by-month information at the right. This will tell you what flowers will bloom in your garden in what month. No news to most of America's 2,000,000 active gardeners this map and chart are necessarily generalized because conditions vary greatly over such wide areas—especially in mountainous areas—and because flowers bloom not in one month alone but through two or three months. The flowers chosen are the common but lovely blooms which are the foundation of most American gardens.



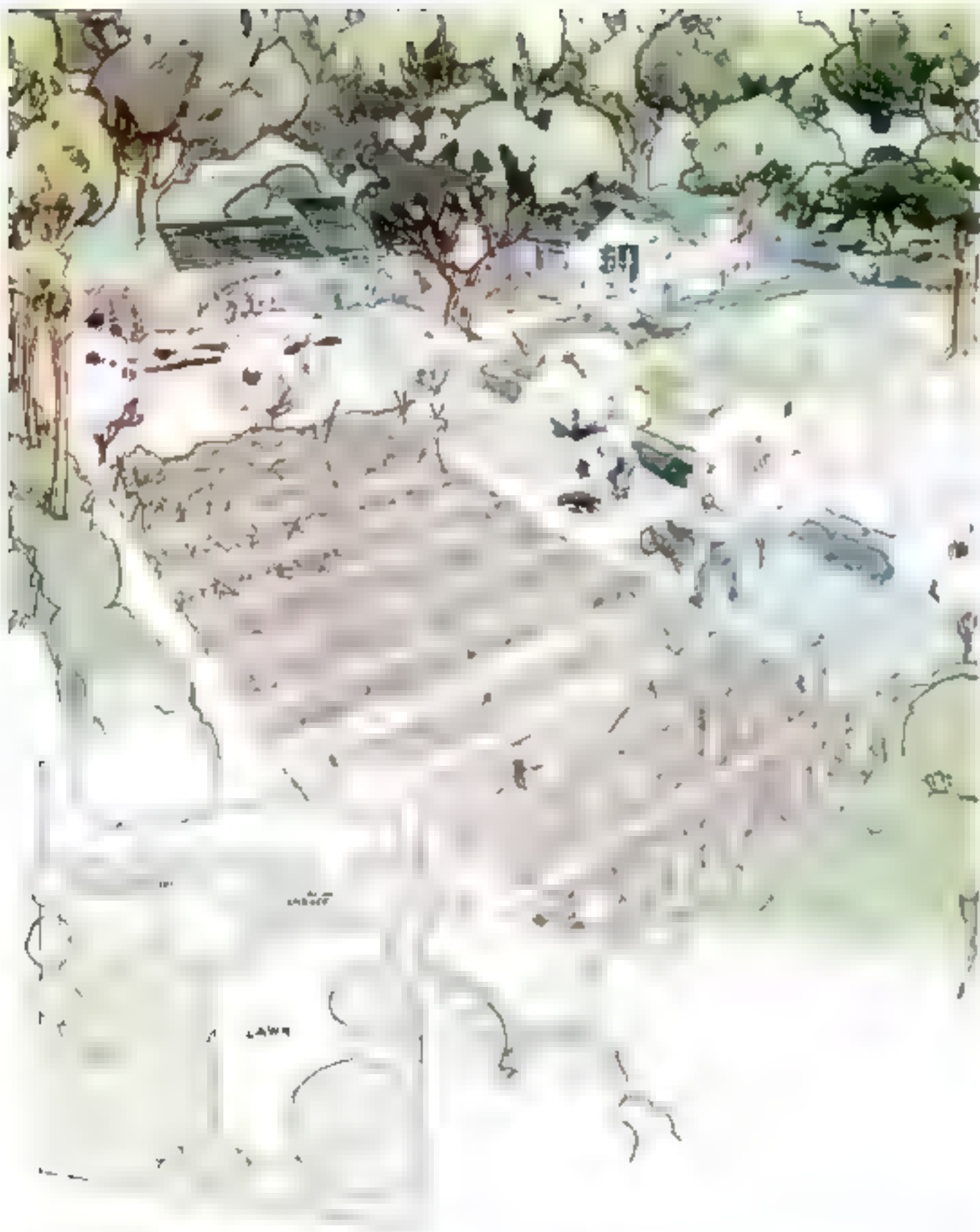
WHERE DAFFODILS BLOOM IN FEBRUARY

WHERE DAFFODILS BLOOM IN MARCH

WHERE DAFFODILS BLOOM IN APRIL

WHERE DAFFODILS BLOOM IN MAY

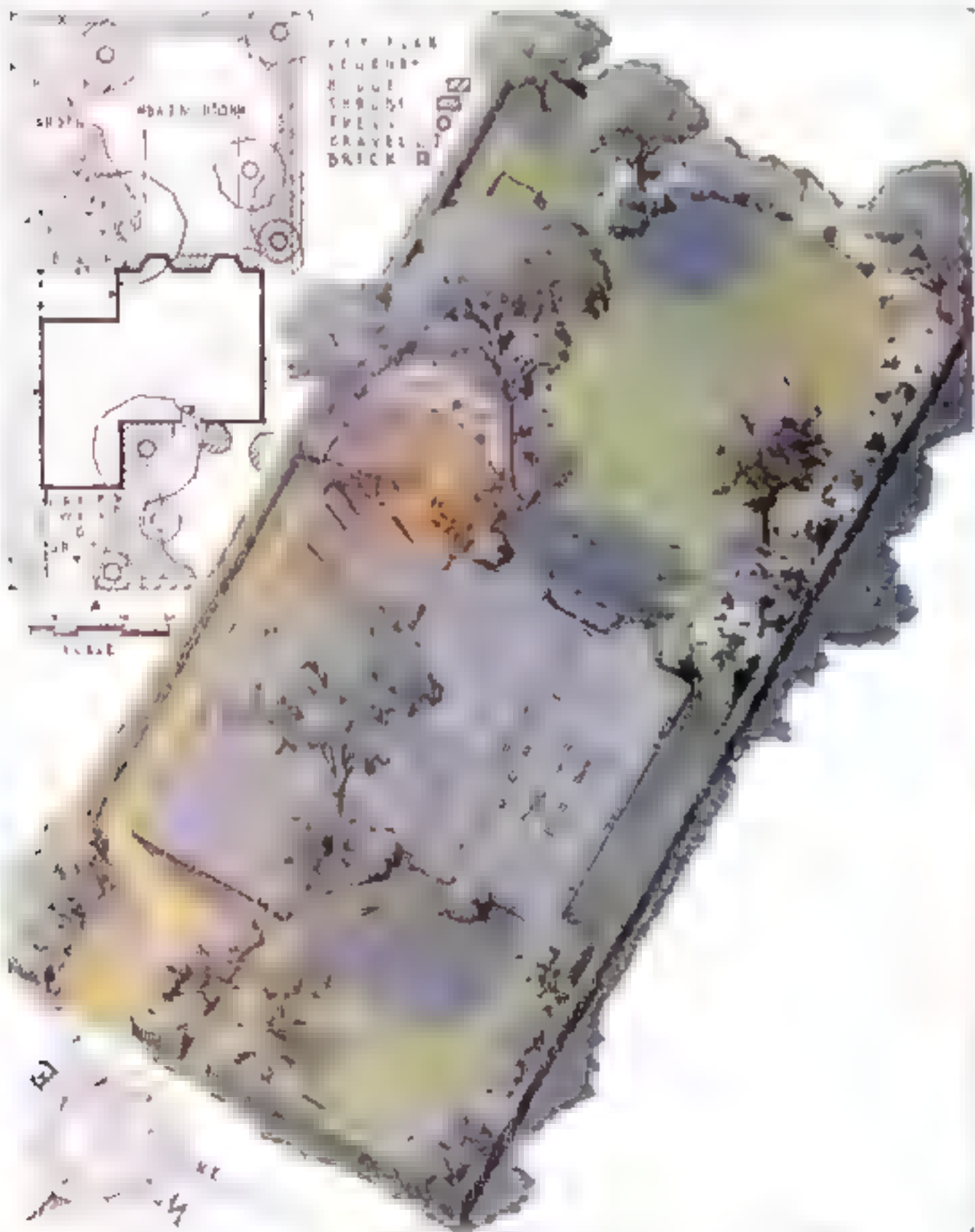
FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
calla lily camellia azalea honeysuckle	African daisy acacia condylyt iris alysium carnation	bachelor's button blue lace-flower collinsia snapdragon larkspur pansy	rose nasturtium phlox ageratum scabiosa day lily	cosmos marigold verbena petunia baby's breath scarlet runner	sunflower gladiolus cypress vine morning glory sun plant aster	zinnia gaillardia periwinkle coreopsis golden glow amaranth	ornamental gourd began. a h. atrop. celosia portulaca	strawflower chrysanthemum sage lantana
camellia azalea	iris magnolia wisteria	tulip dogwood forget-me-not rhododendron columbine mountain laurel	evening primrose pink gentian pink pansy cornflower sweet pea	rose lily lilac nasturtium phlox petunia	canna dahlia gladiolus shasta daisy cosmos scarlet sage	hollyhock monkshood snapdragon zinnia sunflower marigold	larkspur lobelia chrysanthemum aster	chrysanthemum larkspur lobelia
	snowdrop crocus grape-hyacinth	bleeding-heart condylyt forsythia forget-me-not	tulip columbine mountain laurel pansy poppy iris	lilac peony rose rhododendron sweet pea scabiosa	phlox lily baby's breath mignonette petunia nasturtium	gladiolus shasta daisy cosmos snapdragon dahlia zinnia	monkshood larkspur lobelia chrysanthemum aster marigold	chrysanthemum larkspur lobelia
		crocus snowdrop grape-hyacinth	pasque-flower wild blue phlox bleeding-heart columbine pansy	rose tulip peony iris poppy sweet pea	scabiosa petunia Canterbury bell evening primrose nasturtium phlox	hollyhock zinnia cosmos canna dahlia snapdragon	heather aster chrysanthemum marigold	



"Traditional" for \$2,000-\$3,000 incomes: Ralph E. Griswold landscapes it into four units—small flower garden (*upper left*), garden terrace, big lawn, four-sided vegetable garden which can be used for flowers or play area. The terrace is set slightly higher than the lawn.



"Modern" for \$2,000-\$3,000 incomes: Landscaped by Michael Rapuano, it has a small amount of play and flower place in front, a large hedged-in lawn in rear. On the lawn are a few tall shade trees, a small fountain and pool (*upper left*), an outdoor fireplace (*upper right*).



"Traditional" for \$3,000-\$4,000 incomes: Alfred Geiffert Jr. makes extensive use of shrubs and advises the planting of elm and fruit trees. Most of the ground space is given over to a large back lawn with a clear space for badminton and a corner set aside for play.



"Modern" for \$3,000-\$4,000 incomes: This is entirely fenced in by Thomas D. Church. In the paved central patio there are potted plants and a single shade tree. The back yard is given over almost entirely to a badminton court. The flower beds along its sides are raised.

Landscapes for LIFE's Houses (continued)



"Traditional" for \$5,000-\$6,000 incomes: This house puts its best face backwards. A. F. Brinckerhoff paves the slope from terrace to lawn, leaves the lawn large for games, puts a curving flower bed on it near the house (*upper left*). A tall hedge conceals clothes-drying space.



"Modern" for \$5,000-\$6,000 incomes: Architect Frank Lloyd Wright designed this with a swimming pool but said a garden might be substituted. A. D. Taylor, finding pool too expensive and not year-round useful, chooses a sunken garden with a small reflecting pool.



"Traditional" for \$10,000-\$12,000 incomes: The restful setting of a large lawn is provided by Marianne Dean. The big flower garden runs right into the lawn, adds to spaciousness. Next to service wing is small garden for cut flowers and kitchen needs like parsley, chives.



"Modern" for \$10,000-\$12,000 incomes: Annette Hoyt Flanders gives it a small front lawn, a big back lawn. In the raised flower beds at rear are two pools, one with a fountain. In the work garden at upper left is a space for growing cut flowers, building a cold frame.



This pleasant spot is an example to all amateur landscape artists. It is the front garden of Mr. and Mrs. Irving Hadsell of Scarsdale, well-to-do suburb of New York. Planned by Mrs. Hadsell, its simple charm and rightness shows what a gardener can do with a clear aim and good sense.

Mrs. Hadsell was born in Vermont. When she acquired this garden for herself, she set out to create a New England garden like those she knew in childhood. Mrs. Hadsell distinguished her garden from the others on her suburban street by putting

up a weather-beaten farm fence. Against it she planted roses and mixed flowers. Those in bloom above are largely cosmos.

Across the lawn she set a rock garden full of homely plants—sedum, daphne, rock pinks. To the left she planted a dooryard garden with sweet William, Shasta daisies, Delphinium. At the porch are chrysanthemums, a moon-rose. The result is not monumental or strikingly original. It is straight forward, plain and definitely a remembrance of New England, which is precisely what Mrs. Hadsell wanted

A NEW ENGLAND GARDEN

DESIGNED FOR REMEMBRANCE



MISSISSIPPI'S PAT HARRISON MEETS MISSOURI'S PRETTIEST GIRLS AT WASHINGTON'S WARDMAN PARK HOTEL



The Vice President gets a kiss from Anne Walker of Jefferson, Tex., during Congressional reception on Capitol steps

STEPHENS COLLEGE TAKES ITS GIRLS ON GRAND TOUR

Giddy and sweet-scented as a spring breeze, the 14th annual "educational tour" of Stephens College swept into Washington on March 3, buttered over Annapolis and West Point and on March 8 headed for the resort towns of the South. This yearly junket is one reason why the life of a Stephens girl is pleasant. Her campus at Columbia, Mo., is handsomely equipped. Her curriculum is adjusted to a not too scholarly feminine mind. Her president, Dr. James Madison Wood (below, second picture from left), who in 27 years developed Stephens from an obscure Baptist seminary into one of the smartest junior colleges in the Midwest, is a genial and popular administrator. The girls call him "Daddy."

This year 520 of Stephens' 1,500 undergraduates accompanied Daddy Wood over 4,500 miles by land and sea. In Washington they inspected Congress, visited Arlington and danced with diplomats at the Wardman Park Hotel. In New York they shopped, sang over the radio, saw a Broadway show.

By the end of the first week, the girls had lost an average of three coats a day. (Last year the daily average was five.) Only one girl had required medical aid. Her complaint: overeating. Cost of the trip \$165 over and above the annual tuition fee of \$950.

Aboard the Stephens Special

"DADDY" WOOD (BELOW, LEFT) TRAVELED WITH HIS STEPHENS STUDENTS. IT TOOK 32 CARS TO CARRY THE PARTY

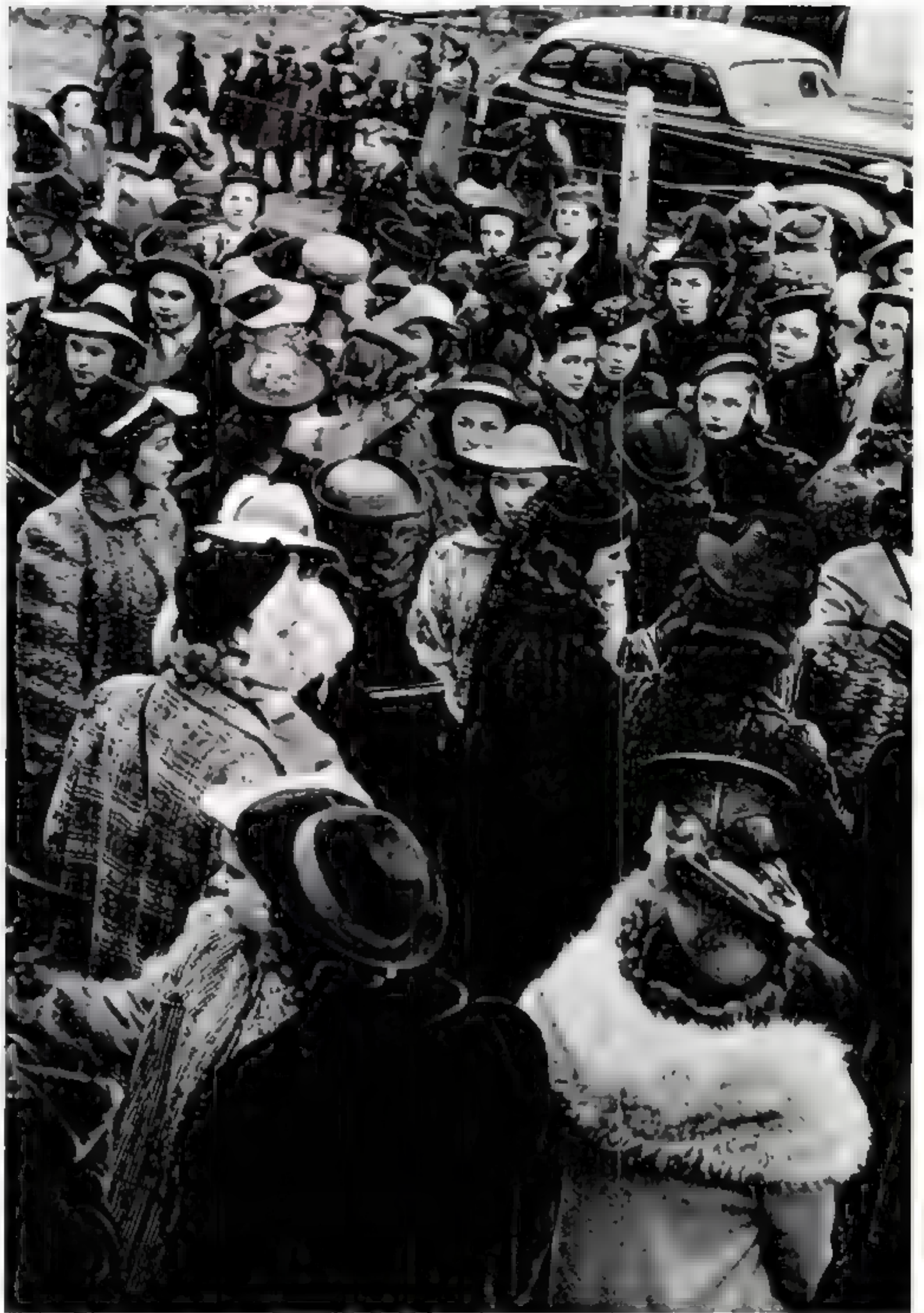




Senator Clark is kissed by Elizabeth Jones of Paris, Ky. The girls deemed that Congressmen lead soft lives.



At Mt. Vernon, home of George Washington, the girls milled about reverently and took dozens of pictures.



Arrival at Annapolis was the first big palpitation of the trip. The girls had already met Congressmen, Washington

correspondents and Mrs. Roosevelt, but a different kind of excitement was inspired by the young men in uniform.

A COLORED ORCHESTRA PLAYED FOR GIRLS FROM WASHINGTON TO NEW YORK. FEW STUDIED BOOKS. COSMETICS IS A REGULAR COURSE AT STEPHENS



CONTINUED ON NEXT PAGE



GIRLS INSPECT TECUMSEH, NAVAL ACADEMY'S FAMED TALISMAN AND PROTECTOR

Midshipmen show Stephens girls around Annapolis

Cicerones of the Stephens College 1939 educational tour lined up over 4,000 dates for their peripatetic young ladies. In Washington masculine attention was provided at a dance by students from Georgetown, Maryland State and the American University. At Annapolis at least one uniformed midshipman conducted each Stephens girl on a sight-seeing tour of the campus and saw she received a quick turnover of partners at a tea dance in Carvel Hall. At West Point supply exceeded demand and every girl had at least two cadets to escort her. The girls liked the Army much better. Advance pairing was determined by geography and tape measure. Attributes were noted on ahead and prospective escorts selected dates according to their home states and height in heels.

AFTER A FEW DAYS ON THE ROAD, THE PACE BEGAN TO TAKE ITS TOLL IN SLEEP



TWO BY TWO, MIDSHIPMEN AND STEPHENS GIRLS TROD BRICK WALKS OF CAMPUS



FROM THE TEA DANCE AT CARVEL HALL BLOOMED MANY A DATE FOR THE FUTURE



GIRLS HAD NO TROUBLE WITH CONVERSATION STEPHENS TEACHES THEM CHARM



GIRLS SAILED FOR FLORIDA MARCH 8, RETURNED TO STEPHENS MARCH 16





A GENERAL MOTORS VALUE

“No, I didn't get rich — I just got wise !”

PROBABLY NO OTHER PRODUCT in America has its price so greatly over-estimated in the public mind as a LaSalle automobile.

Most people believe a LaSalle sells for hundreds of dollars more than it actually does.

There's a reason for this, of course. People know that LaSalle is built by Cadillac—that it is a quality car in every sense of the word. And from this, they logically conclude that LaSalle commands a high price.

Actually, five different manufacturers build sedans which sell for *more* than a LaSalle sedan.

Failure to comprehend this keeps literally thousands of people from enjoying the benefits and advantages of LaSalle ownership. They pay the *price* of a LaSalle—but they do not *get* a LaSalle.

We respectfully suggest that you not let this happen to you. Before you buy your next car, get the facts about LaSalle. Learn, first of all,

what a magnificent car it is—how marvelously it rides, how easy it is to drive and handle.

Then—get the price . . . the actual cost of a new LaSalle delivered to you in your own community. If you expect to pay as much as a thousand dollars for your next car, you will find it very easy to go on up to LaSalle.

P.S. You need have no fear about upkeep costs or operating expense, either. Both are remarkably low on a LaSalle.

La Salle

\$1240

AND UP, delivered at Detroit, subject to change without notice. Transportation, state and local taxes (if any), optional equipment and accessories—extra.

POWERED BY A *Cadillac V8 Engine*

To the girl who's marrying in May



Leonora Ormsby of Saks-Fifth Avenue makes the suggestion: if you're the type, this spring's best thought is . . . be old-timey

Wear a quaint (and figure-revealing) gored dress of Catoir's "Mon Amour," a fresh revival of that old favorite, silk serge. Make your sleeves leg-o-mutton, your neckline high with rose-point accent, your headdress and veil traditional. Remember, there's nothing quite so smart—or so flattering—as the styles your grandmother wore!

And remember, too, that the silverplate revered in your grandmother's day is known today as "America's finest silverplate." Brides of every season and every state in the Union pray for a complete set from the house of 1847 Rogers Bros. What luck (see below) is in store for you who are brides this spring!

1847 ROGERS BROS.

Meriden, Conn.

"AMERICA'S FINEST SILVERPLATE"



Your 1847 Rogers Bros. dealer urges you to hurry—hurry and choose your pattern now, while The Bride's Silver Theater Set of 62 lovely pieces is priced at less—\$14.50 less—than the regular out-of-open-stock price. Yes, a whole sumptuous service for eight for but \$59.75! On the back of every piece is the year-mark 1847 to reassure you every beautiful piece will last a lifetime. Imagine getting such a service on easy terms. See your dealer tomorrow about this, and other sets priced as low as \$32.50.



The proud old house of 1847 Rogers Bros. offers you a choice of many glamorous patterns. Shown here, "First Love," the newest, whose rich etching and high-raised motif bring to silverplate for the first time the craftsmanship of solid silver. Also, "Lovelaev," of wedding ring, orange-blossom inspiration, and "Sylvia," as quaint as New England's earliest silver. Choose any one with assurance—they are creations of America's foremost silver designers. International Silver Co., Meriden, Conn.

* TUNE IN EVERY SUNDAY—Leading dramatic stars in "THE SILVER THEATER" 6 P.M. E.S.T., 5 P.M., C.S.T., 4 P.M., M.S.T.; 3 P.M., P.S.T. Coast-to-coast Columbia network

SPORTS



DAVE TYLER HAS A CHAMPION SWIMMER'S BUILD, TALL AND TREMENDOUSLY STRONG

MERCERSBURG

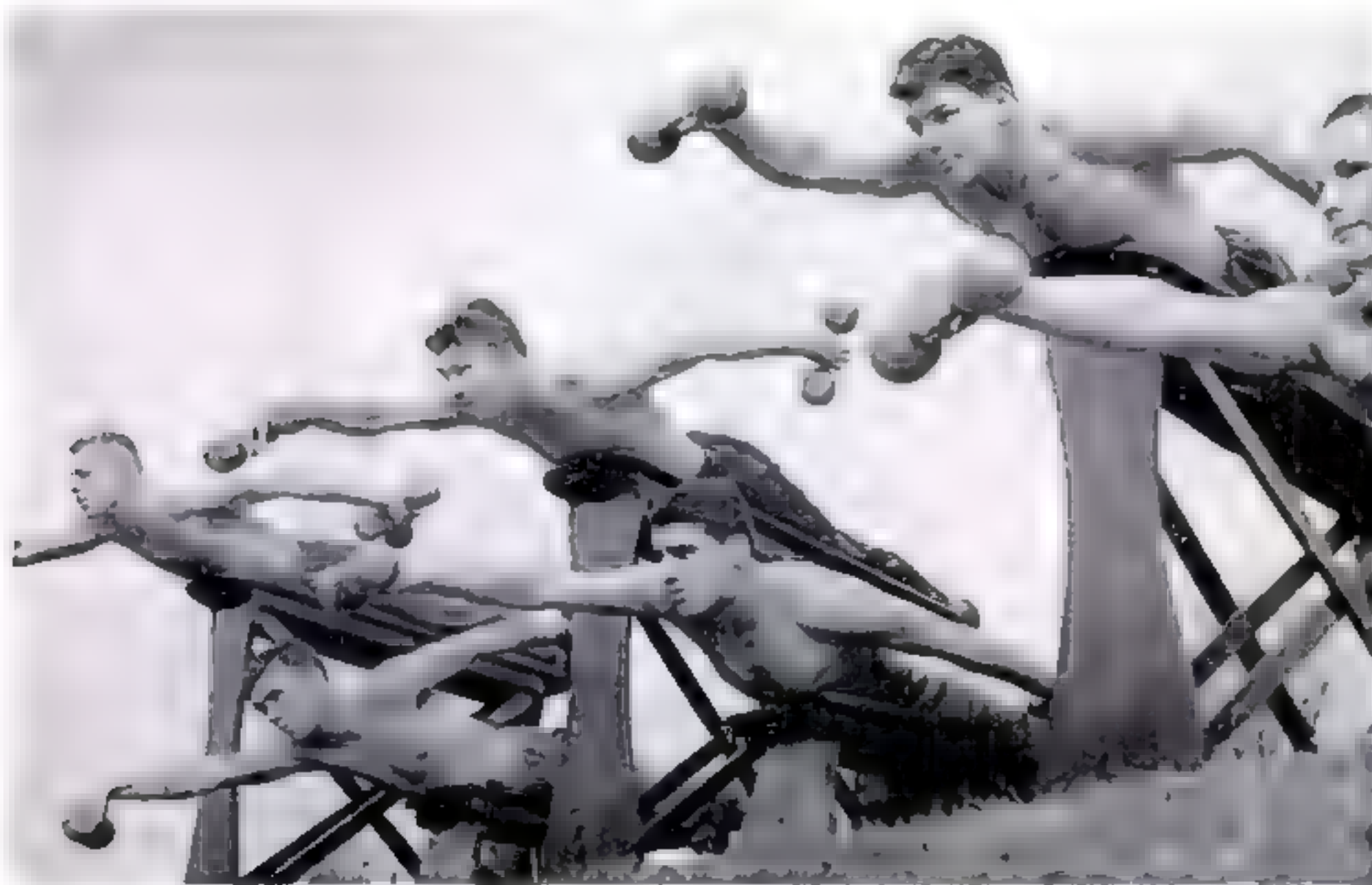
Its swimmers have near monopoly on the prep-school championship

Fifteen years ago a 23 year-old youth, fresh out of Princeton, appeared on the campus of Mercersburg Academy located in Pennsylvania's Cumberland Valley. To the headmaster he announced himself as Johnny Miller, the new swimming coach. To close friends he said he would stay at Mercersburg only one year, that the reason he was teaching swimming was to pay off his college debts.

Miller is still at Mercersburg, and year after year he is turning out the best preparatory school swimming teams in the land. In 15 seasons his boys have won 140 meets, lost only eight. Mercersburg swimmers hold eight of the ten short-course interscholastic records, and this winter, as they win meet after meet, they seem certain of becoming, once again, national interscholastic champions.

A swimming coach at a prep school must be, first of all, a body builder. He must take boys 15 or 16 years old, toughen their muscles until they can swim 1,500 yd. a day. To watch John Miller's methods an observer might be puzzled as to whether he was training runners, bicycle riders or gymnasts. Long before he puts his squad in the water of the big Mercersburg pool he has them working out on dry land, swinging dumbbells, tossing medicine balls and jogging across country. Only when they have reached perfect physical shape does he take them indoors, teach them strokes, turns and dives. Even then they must keep up their dry-land swimming.

Star of this year's team, and possibly the greatest swimmer the school has ever had, is a 19-year-old Hartford, Conn. boy, named Dave Tyler (upper left). Six ft. tall, with broad shoulders and arms like a blacksmith's, Tyler holds the U. S. interscholastic records in the 50-yd. dash (23.0 sec.), the 100-yd. dash (52.5 sec.) and the 220-yd. swim (2 min., 13.6 sec.). Next year he expects to enter Yale and travel to Finland with the 1940 U. S. Olympic team.



Swinging one-lb. dumbbells, swimmers lie on the outdoor training tables, which are raised in front to give the body

the same position as in the water. There they go through motions of the crawl until arms and shoulders are weary.



Coach Miller cautions Tyler, after the Princeton Freshman meet, to pace himself carefully, not start a race too fast

CONTINUED ON NEXT PAGE

7 SECOND MYSTERY STORY



"HOW DOES MARY STAY SO
RESTED?...SHE'S ALREADY
DRIVEN OVER 400 MILES!"



HERE'S HOW she does it. She keeps a package
of this famous Beech-Nut peppermint gum handy
in the car. Great thing to relieve the tension in
traffic, says she.



Visit the Beech-Nut Building at the New York World's Fair.
If you drive, stop at Canajoharie, in the Mohawk Valley
of New York, and see how Beech-Nut products are made.



UPSIDE DOWN ON THE MERCERSBURG CAMPUS, THE SWIMMERS WORK



ON on a 7-mile leg, the legends are hurried along by a bamboo stick. Until this
year Coach Miller ran with his team, but now his doctor makes him ride a cycle.



THEIR LEGS ALOFT TO STRENGTHEN THEIR STOMACH MUSCLES



The "Japanese sitting exercise" is a pet hate of the boys. Muller learned it in Japan. By stretching the shoulders far back, the kicking muscles of the thigh are developed.

CONTINUED ON NEXT PAGE

Pleasure

"LIGHT" IS RIGHT

Americans are quick to adopt a good idea. Most of them find that, in whiskey, "LIGHT" IS RIGHT. You'll agree when you try Schenley's Friendly* Red Label. You'll like its delicate flavor its softness. It is 90 proof, and "melded" smooth by an exclusive Schenley method. Try this light whiskey...you'll stay with it!

**Friendly to your taste.*





For a richer blended whiskey...try Schenley's Black Label. Goes slightly more, 90 proof, 60% grain neutral spirits.

Schenley presents

SCHENLEY'S

RED LABEL

Blended Whiskey

Mark the Most on Schenley's

Promotion labeling whiskey

Schenley Distributors Inc.

SCHENLEY'S

Light RED LABEL

© 1939, SCHENLEY DISTILLERS CORP., N.Y.C.

BLENDED WHISKEY—COPY, 1939, SCHENLEY DISTILLERS CORP., N.Y.C.

Said little Red Riding Hood-



**"How handsome
you look, grandpa, since you got
a Barbasol Face"**

Why not resolve right now to break with old-fashioned shaving methods that tend to dry, tighten and wrinkle the skin?

Why not get yourself a smoother, softer, younger-looking Barbasol Face?

For Barbasol is a lot more than a wonderful beard-softener that gives the quickest, cleanest shave you ever had. Barbasol also contains certain beneficial oils that protect the skin from irritation while

you shave—that soothe the skin after you've shaved.

Try Barbasol for just ten days and we promise, you'll be pleased as Punch with the improvement in your skin—free from roughness and irritation, no half-cut stubble—a smoother, younger-looking face. Your druggist carries Barbasol in three sizes. Large tube, 25¢. Giant tube, 50¢. Family-size jar, 75¢. Scalpel-sharp Barbasol Blades, 5 for 15¢.



For modern shaving... No Brush—No Lather—No Rub in

Mercersburg Swimming (continued)



For quick energy before the meet with Princeton Freshmen (won by Mercersburg), Miller gave honey to his squad. After a meet, swimmers lie down for half an hour.



The "pooper-enter" consists of an elastic belt and rubber rope. The swimmers pull against the coach, who can tell if they are pulling evenly and how strong they are.

CHEVROLET

Scientific Road Tests Prove It's *The Liveliest of All Low-Priced Cars*

*-and the most powerful
hill climber too!*



No other car combines all these famous features:

EXCLUSIVE VACUUM GEARSHIFT

NEW AERO-STREAM STYLING, NEW BODIES BY FISHER

NEW LONGER RIDING-BASE

CHEVROLET'S FAMOUS VALVE-IN-HEAD SIX

PERFECTED HYDRAULIC BRAKES

NEW "OBSERVATION CAR" VISIBILITY

PERFECTED KNEE-ACTION RIDING SYSTEM

with Improved Shockproof Steering
(Available on Master De Luxe models only)

TIPTOE-MATIC CLUTCH

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICH.
General Motors Installment Plan—convenient, economical monthly payments.

SCIENTIFIC road tests of all cars in Chevrolet's price range conclusively prove the following two facts:

Chevrolet *out-accelerates* all others! Chevrolet *out-climbs* all others!

Here is the *liveliest* of all low-priced cars! 12% faster on the getaway—10% better on the hills—than other cars in its field! You can *confirm* this to your own complete satisfaction—and *without any obligation*—by testing a new Chevrolet for a few moments at the nearest green light and on your own favorite hill!

You'll find that Chevrolet is the best performer in the low-price field... the *only* low-priced car combining "*all that's best at lowest cost*"—in purchase price, operation and upkeep!

See your local Chevrolet dealer and take the ride which will prove Chevrolet's all-round superiority—*today!*

ALL
CHEVROLET
PRICES ARE MUCH
LOWER!

The only low-priced car combining "ALL THAT'S BEST AT LOWEST COST!"

Copyrighted material

Swing Serenade



You almost *could* go dancing in these new MUNSINGWEAR nighties. Such soft, sheer rayon or silk...with heart-stopping details and MUNSINGWEAR's exquisite finish. In the flower-fresh pastels you want for Spring. Priced with an eye on economy.

for The Modern Idea...see

MUNSING
Wear

Munsingwear, Inc. • Minneapolis

SHOE TROUBLE?



SWITCH TO
GROUND
GRIPPER
SHOES!

THAT SANDS know the right answer for shoe trouble! Comfortable shoes can lift your spirits and protect your feet. And Ground Grippers give you fashion as well as glorious foot ease.

\$6.75 to \$10.75

Slightly higher in Western States

FREE! Send for the name of your nearest dealer and we will also send you our simple foot exercises to keep your feet fit. Just send a postcard today with your name and address to Ground Gripper Shoes, Portsmouth, Ohio. Fine shoes for men and women and children.



GENEVA

RELIGION



Storm Troopers "Prejudice" and "Intolerance" arrest Pastor Jones. Parishioners who had not seen the notice in the church bulletin were frightened by the realism.



A plea for freedom of the pastor is made by a choir. Singer: "He has served in peace and war." Both Pastor Niemöller and Pastor Jones fought in the World War.

BROOKLYN PASTOR IN PULPIT JAIL PLEADS FOR MARTIN NIEMOELLER

On Sunday March 5, Rev. Martin Niemoeller, champion of religious freedom in Germany, began his second year of solitary confinement in the Nazi concentration camp at Sachsenhausen, Prussia. That same day, in Brooklyn, N. Y., the congregation of Presbyterian Union Church of Bay Ridge witnessed a memorable service.

As Pastor John Paul Jones approached his pulpit, two Nazi-uniformed ushers took him roughly in charge, crying "Traitor!" To the choir, who protested that he preached the word of God, they replied: "The Leader decrees what is to be preached!" and escorted Pastor Jones from the altar.

His assistant then called on the congregation to bow their heads in prayer for Martin Niemoeller "for whom what you have seen enacted is reality." They raised their eyes to see before the pulpit a beaverboard replica of the walls of Sachsenhausen. At an iron-barred window in the wall, Pastor Jones appeared to deliver his interrupted sermon.

From his prison cell Martin Niemoeller delivers no sermons, but he remains the leader of rebellious German Lutheranism. Before his arrest his fiery sermons, preached in his church near the German capital, had aroused nationwide resentment against the religious decrees of the Government. Brought to trial after eight months in prison, he was released on March 3, 1938 as having already served his sentence. But the Nazi secret police rearrested him, clapped him back into concentration. Offered his freedom on condition of silence, Martin Niemoeller has chosen a martyrdom that has filled the German churches and stiffened their defiance.



"No one is free, while a soul remains in prison," declares Pastor Jones. At call of Federal Council of Churches, many U. S. pastors preached sermons on Niemoeller.

GEE! MUMMY, BUT YOU'RE PRETTY!

THAT'S THE NICEST COMPLIMENT, IRENE! TELL ME HOW YOU KEEP SO YOUNG LOOKING!

OH! I GET MY VITAMINS, YOU KNOW. BY THE WAY, I'VE JUST DISCOVERED A GRAND BREAKFAST CEREAL CALLED KELLOGG'S PEP, THAT'S EXTRA RICH IN VITAMINS B AND D. YOU'D LOVE IT!

LATER

INCIDENTALLY, THANKS FOR THAT TIP ABOUT KELLOGG'S PEP AND VITAMINS. AND DO YOU KNOW, IT'S THE MOST DELICIOUS CEREAL WE HAVE EVER TRIED!

IF YOU, TOO, HAVE LACKED VITAMINS, DISCOVER THE GRAND THINGS THEY CAN DO FOR YOU! AND TO HELP GET YOUR VITAMINS, EAT KELLOGG'S PEP! IT'S A SUPREMELY DELICIOUS CEREAL — CRUNCHY FLAKES OF BRAN AND OTHER PARTS OF WHEAT, ENRICHED WITH EXTRA VITAMINS B AND D. EAT PEP EVERY DAY AND SEE IF YOU DON'T FEEL BETTER!

Kellogg's PEP
VITAMIN-ENRICHED
38% BRAN FLAKES

**Vitamins give you Pep!
PEP gives you Vitamins!***

*Vitamins B and D. Each 1 oz. serving of Pep gives 1/5 of an adult's and more than 1/2 of a child's daily requirement of Vitamin B—as much Vitamin D as a teaspoon of U. S. P. cod-liver oil. These are not the only vitamins you need. For sources of other vitamins, see the Pep package. Made by Kellogg's in Battle Creek.



BIG BOY COAT AND

It's a bright spot on the style horizon

At the left stands Tony Williams, Princeton 1934, custom tailor to successful men, expert in men's fashions. The cherry-red jacket which he wears is one of the many bright sports coats in the "Complete Gentleman's Wardrobe" assembled by the National Merchant Tailors Association and shown on a tour of the United States. Perhaps ten or 20 men who fancy themselves as style leaders will order similar suits this spring costing \$110. Next year the best ready-to-wear shops will feature red coats at \$90. Then, if they are popular, custom tailors will really have a demand for red coats, for the cycle of new fashion in men's apparel is often the reverse of what it is in women's wear. Women wear a \$120 dress in one style as soon as it becomes popular. Men who buy \$120 suits are likely to adapt a style so long as it makes sense to them.

To the hardy who insist that the recurrent talk about color for men's clothes is washed thinking, tailors point to the acceptance of color in men's beach wear (H.E. Jan. 16). Furthermore, they believe that most men have a secret yearning to wear pastels and bright colors. To help sell this urge they produce red coats like the one at the left. Recently a new multicolored coat below becomes acceptable to conservative gentlemen.



"Joseph's Coat" is the name given to sports jackets like this, made of light shetlands with stripes of several colors. Introduced by Tweed in 1933, the jackets are now popular at \$35 in ready-to-wear shops and at about \$100 at custom tailors.

LITTLE-GIRL DRESS

It's feminine without being too fussy

While the men of the country are flirting with the idea of going about in the brightest colors worn by men since the days of Beau Brummell, the women seem determined to wear clothes which will make them look like simple little maidens.

Typical of the new little-girl type of frock which, in less than a month, has become a best-seller in thousands of stores throughout the country, is the dress shown on this page.

While fashion reporters in Paris were sending breathless cables about the mad new bustle gowns seen at the January openings, U. S. designers with their feet on the ground, were turning out a new type of dress which Miss and Mrs. America wants. It looks like a shirtwaist and skirt. The waist may be of baby ruffles, or plain sheers, or stripes or checks, but waist and skirt are always of different fabrics or patterns. Frequently the waist and skirt are sewn together, but the different materials give the illusion of a two-piece outfit.

Though most styles which hit low-price levels a fortnight after they first appear are doomed, manufacturers predict this shirtwaist dinner dress will survive. Reason: it looks fragile and feminine without being fussy.

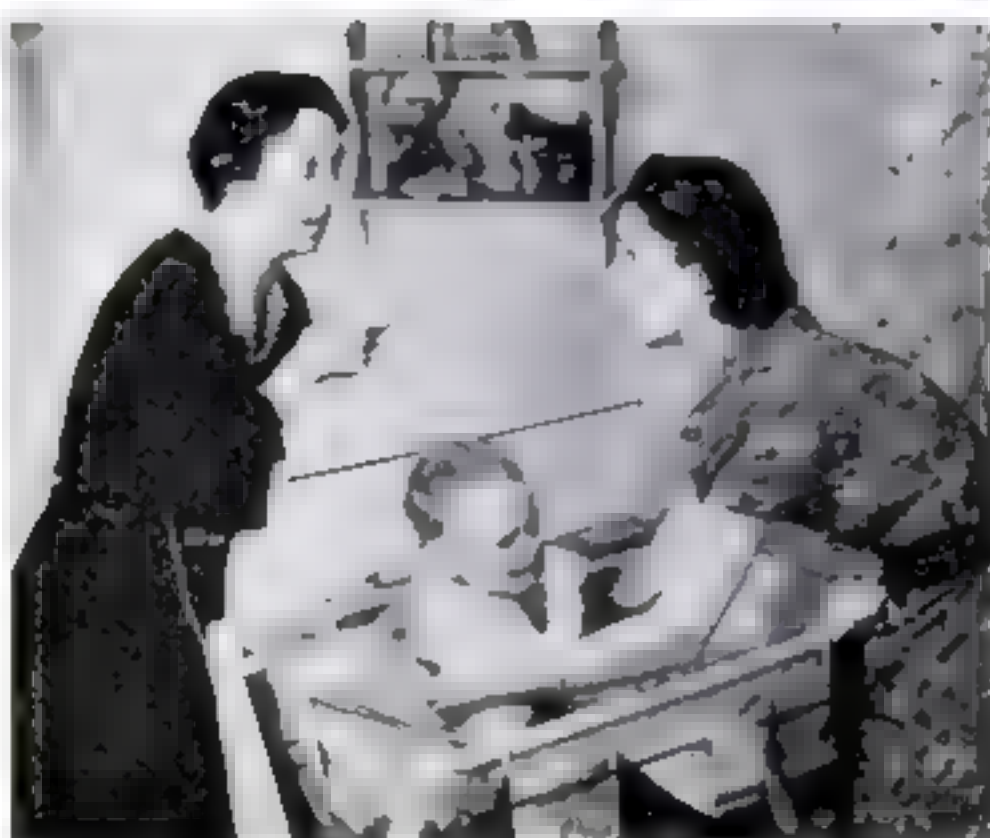


A skirt 8 yd. wide of red-and-white checkered surah and blouse of organdie with hand-cut ruffled embroidery costs \$39.95. The desired little-girl effect can also be obtained with separate skirts costing from \$5 to \$25 and blouses costing \$3 to \$50.



"She made me BOIL... with her know-it-all air!"

*How Helen raised her baby by up-to-date methods
while living with an old-fashioned aunt!*



AUNT: Now Helen, if I were you—

HELEN: But Aunty, we've been over that a million times already. I know exactly how to handle the baby...even if he is my first.



AUNT: Tush! You're mollicoddling the child, and you know it. Why in our time children grew up without all this fiddle-faddle.



HELEN: Times have changed, Aunty. Our doctor says that today children should get *special* care...*special* food, *special* clothes. Yes, even a *special* laxative!

AUNT: What! A special laxative for babies?



HELEN: Of course! Doesn't it stand to reason? After all, Bobby's only 7 months, you know. His tiny system is still delicate. Wouldn't it be risky to give him anything but a mild, gentle laxative...one made especially for a baby's needs?



HELEN: That's why the doctor said to give him Fletcher's Castoria. He said it's the modern laxative made *ONLY* for children. It's on the *SAFE* side...has no harsh "adult" drugs. It works mostly in the lower bowel and won't disturb his tummy.



AUNT: Well, he certainly takes it willingly enough. I'll say that much.

HELEN: He ought to. The doctor says Fletcher's Castoria has a *grand* taste...Isn't it wonderful to know we're giving Bobby a laxative that's so dependable?

Chas. H. Fletcher

CASTORIA

The modern—*SAFE*—laxative made especially
and *ONLY* for children.

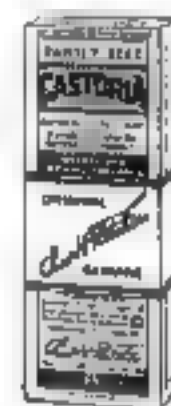


TASTES GOOD—you don't have to force children to take it

NO HARSH "ADULT" DRUGS

THOUSANDS OF DOCTORS recommend it. Five million mothers buy it regularly

SAVE MONEY—buy the thrifty Family-Size bottle from your druggist today!





Beauty in a ship's porthole is seen by Michel Marnay (Charles Boyer), bound for the U. S. to marry an heiress.



The playboy and the woman of leisure (Irene Dunne) become friends. He learns she is to marry a businessman.



In his grandmother's chapel at Madeira both kneel. Grandmother feels Terry McKay would be good for her grandson.

MOVIE OF THE WEEK:

Love Affair

Its director is filmdom's triple-threat man

When the Motion Picture Academy named Columbia's *The Awful Truth* as the best-directed picture of 1937, it pinned deserved honors on Leo McCarey, who worked on script, directed and produced it. Now under RKO contract, McCarey's *Love Affair* marks him as one of Hollywood's few triple-threat men. Certainly by combining into one man offices usually held by three, *Love Affair* achieves sustained mood and feeling rare in U. S. factory-made films.

There is little action in *Love Affair*. Its one violent scene, wherein Irene Dunne, as a night-club singer, is run over by an automobile, takes place off screen, is revealed only by the sound of a crash and the sight of spectators running. But the rest, a story of the regeneration of a French heart-crusher who has frittered away his talent and of a singer who has given up her career, is told with the deft and charming touch at which Hollywood excels the world.

A tearful farewell is given Michel by his grandmother when she hears the steamship in Madeira harbor blow its whistle for the second time. She knows that she will never see him again.



THE GRANDMOTHER PROMISES TERRY HER LACE SHAWL WHEN SHE DIES

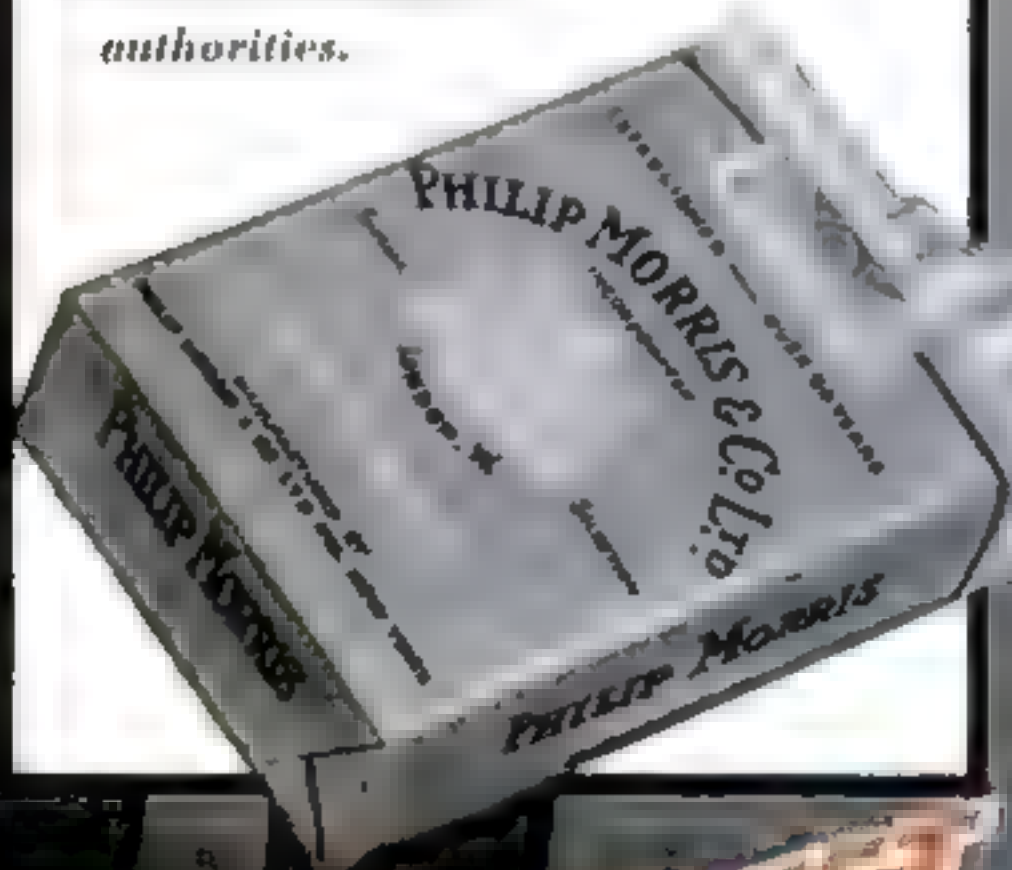
In New York harbor, Michel and Terry promise to meet again in the Empire State observation tower six months later. Both agree to give up marriage, work at their talents.



REMEMBER ME?

CALL FOR PHILIP MORRIS

Let this remind you of two pleasant facts: **1**—in Philip Morris you enjoy the delightful taste and flavor of the world's finest tobacco; **2**—Philip Morris brings a distinct advantage to the nose and throat, recognized by eminent medical authorities.



America's FINEST Cigarette!

CREATORS OF FAMOUS CIGARETTES FOR 90 YEARS ALWAYS UNDER THE PHILIP MORRIS NAME

Movie of the Week (continued)



Still-life painting gets Michel nowhere. His dealer offers to sell them to women if Michel will sign his name. But the playboy now refuses to trade on his charms.



Sign painting at least gets Michel his meals. For the first time in his life, he is actually working for a living. When passersby applaud, Michel bows proudly.



At end of six months, Terry, a success at a night club, rushes to the Empire State. She tells taxi driver she is to be married, turns to cross street. A crash is heard.



Twilight on the 102nd floor of the Empire State finds Michel still waiting for the girl who was to meet him at 5 p. m. At midnight he departs, a disillusioned man.



On a bed of pain Terry learns that she may never walk again because of injuries inflicted by an auto as she crossed the street. But she refuses to notify Michel.



New hope comes to Terry when she teaches orphanage children to sing. She still rejects all offers of help from her friends, sustains herself with this humble job.

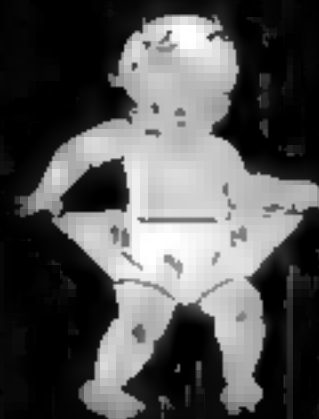
CONTINUED ON NEXT PAGE

MOTHERS...

give your baby

Social Security

with Playtex Baby Pants!



Play safe! Your little cherub may bait you

with his come-on smile... let him! You can

hand him over with confidence to admiring



friends if he is protected with Playtex Baby Pants to

keep him "socially acceptable". They're wonderfully soft,

cool, waterproof,



washable, and super-venti-

lated. Made of

that amazing material, creamy

liquid latex, without seams or binding stitches, they

stretch a yard to give your baby perfect comfort. And

how they wear! Three useful styles

four sizes:

demi-fasse, small, medium, and large;

pink and white. Gift packaged



50c

✓ Your nearest store sells patented Playtex products

INTERNATIONAL LATEX CORPORATION, PLAYTEX PARK, DOVER, DELAWARE

Made with Latex, U. S. Pat. 2,441,441. Copyright 1966 Int'l Latex Corp.



Jeanne Barrie*

CAPTURES THE EASTER SPOTLIGHT
IN PORCELAIN TWEED

For the coat you'll wear with joy on Easter morn—the nubby new PORCELAIN TWEED, Easter-bunny soft with a wonderful drape. Fresh new coat fashions for the young in heart, inspiring as a spring romance and forward-minded as the World's Fairs.

A glowingly colorful group in sizes 12 to 20 at **22.95**

Tailored by Shipman & Baker, 500 Seventh Avenue, N. Y.



JEANNE BARRIE MODES sold in one fine store in 100 cities from coast to coast. For the store in your city, write NATIONAL MODES, 130 W. 31st ST., N.Y.

*REG. U. S. PAT. OFF.

Movie of the Week (continued)



Back from Madeira again, Michel hears his dealer call him an artist. In the canvas on the floor he has combined his love for his dead grandmother and for Terry.



Haunted by memories of Terry, Michel finds her. He still knows nothing of her injury, is caustic because she failed to meet him at their appointed rendezvous.



Realization comes when Michel sees his painting in her bedroom, recalls that his dealer had given it to a crippled girl. "If you can paint, I can walk," cries Terry.

YOU OWE IT TO YOURSELF !

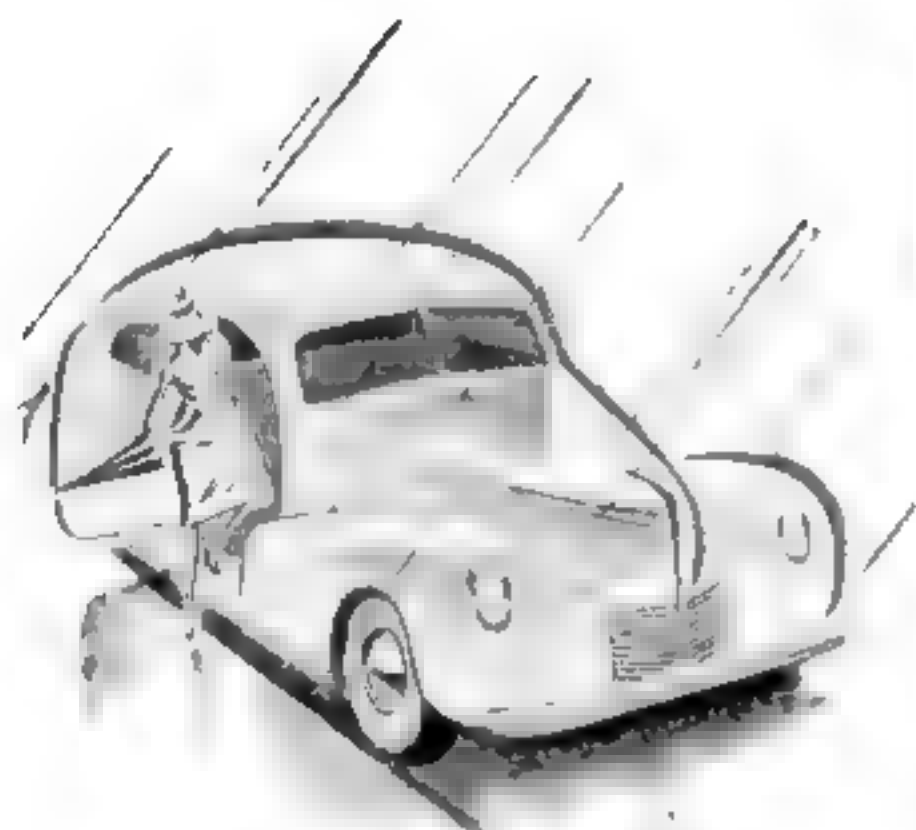
Get the 3 way protection of

THE NEW

SEIBERLING

SAFETY  TIRE

A TIRE BUILT ON ENTIRELY NEW SAFETY PRINCIPLES



1. Patented "Heat-Vents" eject dangerous blowout heat—make tire last longer.

This is the only tire in the world that actually **EXPELS** the *internally-generated* heat that causes most blowouts. As your car rolls along the road, the "heat-vents" in the shoulder of the tire open and close under the weight of the car, forcing out dangerous heat and pulling cool air down into the very vitals of the tire.

Not only are you *safer*, riding on this cooler tire...you save! IT **WEARS LONGER** because it runs cooler than ordinary tires!

2. Its "Saw-Tooth" Tread DIGS IN when you apply the brakes—stops you quickly—safely.

While your foot is on the accelerator this new Seiberling runs as *silent as the night*. But touch your brakes, and the "saw-tooth" claws of its unusual tread **TAKE HOLD** of the road—wet or dry—and bring you to a safe stop. Because those teeth go right to the bottom of the tread they stop you as well after 10-20 months of service as when new.

Don't hazard a car-wrecking skid this Spring—put these Seiberling Safety Tires on your car **NOW!**

3. New "Saf-flex" cord-body makes this tire as tough inside as out—defies wear and abuse.

Because it has twice the elasticity of ordinary cord—"Saf-flex" (a recent Seiberling development) has amazing resistance to bruising and internal concussion. Because its carcass is built of "Saf-flex" a Seiberling Safety Tire gives you maximum protection against road hazards—and unbelievable cushion. One ride on these remarkable tires will convince you of their greater safety and their cloud-riding ease.

Your Seiberling dealer is now offering demonstration rides and generous trade-ins on your present tires. SEE him—get acquainted with this phenomenal tire. If you don't know the name of the nearest Seiberling dealer look in the Classified Section of your phone book under SEIBERLING SAFETY TIRES.



THE SEIBERLING RUBBER COMPANY • AKRON, OHIO, U. S. A.
Seiberling Rubber Company of Canada, Ltd., Toronto, Canada

NOW IS THE SMART TIME TO TRADE YOUR PRESENT TIRES FOR THESE SAFER SEIBERLINGS



Sheer laziness makes BRIGGS rich

Long years of loafing in oaken casks brings this Tobacco a wealth of flavor... a fortune in mellowness

"**E**VERYTHING comes to him who waits!"... *should* have been said about Briggs.

Month after month (longer than many higher priced blends) the choice tobacco leaves, ear-marked for Briggs, just lie in great oaken casks doing less than nothing at all—while time marches on. Just soaking up the fragrant southern summer air and pine-spiced win-

ter wind. And what comes to this luxurious southern aristocrat?... Just about everything that a tobacco (or you), could wish for!

Full, deep, rich flavor! Tongue-kind smoothness! And a gentle disposition, that makes it any pipe's best friend.

At 15 cents a tin, Briggs is one luxury that any smoker can afford... and can't afford to miss.

CASK  MELLOWED... *Extra Long for Extra Flavor*

THIS TIME IT'S RAGS FOR SHIRLEY

Yes, the sad little girl in the ragged old shawl below is Shirley Temple. In this picture, taken by LIFE Photographer Alfred Eisenstaedt in Hollywood, you cannot see that her hair is red, but on the screen you can. For *The Little Princess*, filmed from Frances Hodgson Burnett's famed *Sara Crewe*, is Shirley's first in Technicolor. It is also her most costly movie (\$1,500,000) and the first in which she does a ballet.

Next month Shirley will be 10. After seven years on the screen she is the veteran of 23 movies, has sung, danced, laughed, cried, worn silk and rags, ridden horses, drilled with soldiers, remained steadily a box-office ace. Not without cause is she called "the greatest trouper in the show business."



SEE THIS AND MANY OTHER

Stunning New Designs

NOW ON DISPLAY AT YOUR KROEHLER DEALER'S

A very moderate investment will add this beauty and comfort to your home. Kroehler's enduring 5-Star Construction at a surprisingly low price is possible only because of Kroehler's large manufacturing facilities. Unvarying hidden quality in furniture has built Kroehler from a

small beginning in 1893 to the world's largest furniture manufacturer operating ten great factories. Watch newspapers for your Kroehler dealer's announcements on these striking new designs. Kroehler Mfg. Co., 666 Lake Shore Drive, Chicago, Ill., or Stratford, Ont., Canada.



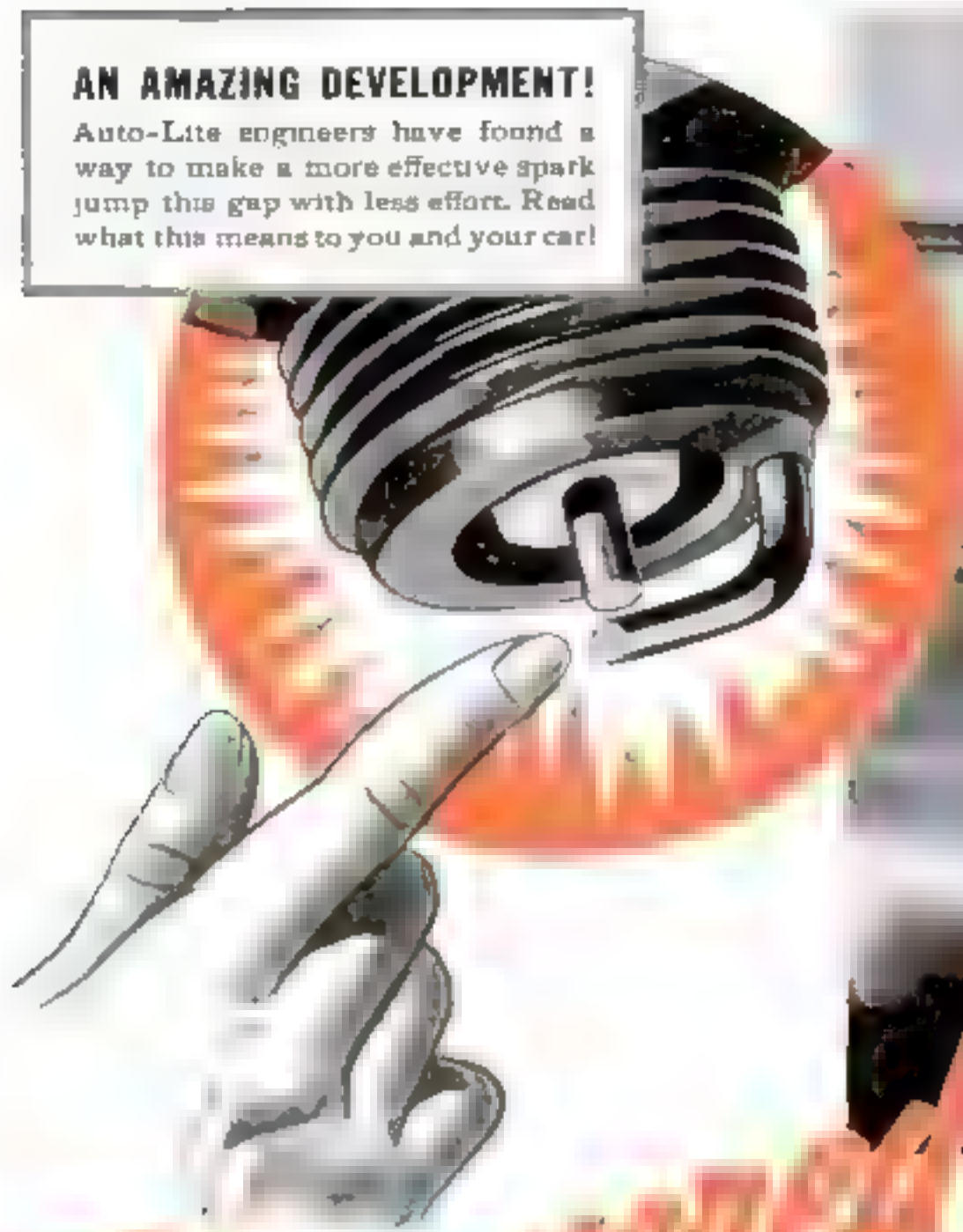
Kroehler Swedish Modern Suite No. 2000 in turquoise. Background suggests a contrasting wall color. Drapes could be a berry wine and rug a tobacco brown.

KROEHLER

WORLD'S LARGEST FURNITURE MANUFACTURER

AN AMAZING DEVELOPMENT!

Auto-Lite engineers have found a way to make a more effective spark jump this gap with less effort. Read what this means to you and your car!



THE OLD CAR HAS CERTAINLY
TAKEN ON NEW LIFE...WHAT A
DIFFERENCE IN GAS BILLS, TOO!



Discovered!

A SECRET OF IMPROVED PICK-UP FOR SLUGGISH MOTORS



OFF LIKE A FLASH! Does your car lag behind when the green light says "go"? Auto-Lite Spark Plugs put new life in lazy motors, say motorists everywhere.



SMOOTH, FLEXIBLE POWER! See how your car takes the hills when you replace old spark plugs with these sensational new Auto-Lites.



NO MORE GAS WASTE! Auto-Lite Spark Plugs may pay their cost many times over by helping to restore your motor's efficiency and preventing gasoline waste. Change today.

Auto-Lite Engineers Create Revolutionary New Kind of Spark Plug

IN the past year nearly a million motorists have changed over to a revolutionary new kind of spark plug.

Why this startling shift from ordinary plugs? Why are so many motorists, and car manufacturers as well, showing an amazing preference for the new Auto-Lite Spark Plug?

There's a reason, and a good one. Here is a spark plug especially created by ignition engineers; a spark plug specifically designed to work in harmony with the entire ignition system, and producing results that are often little short of amazing.

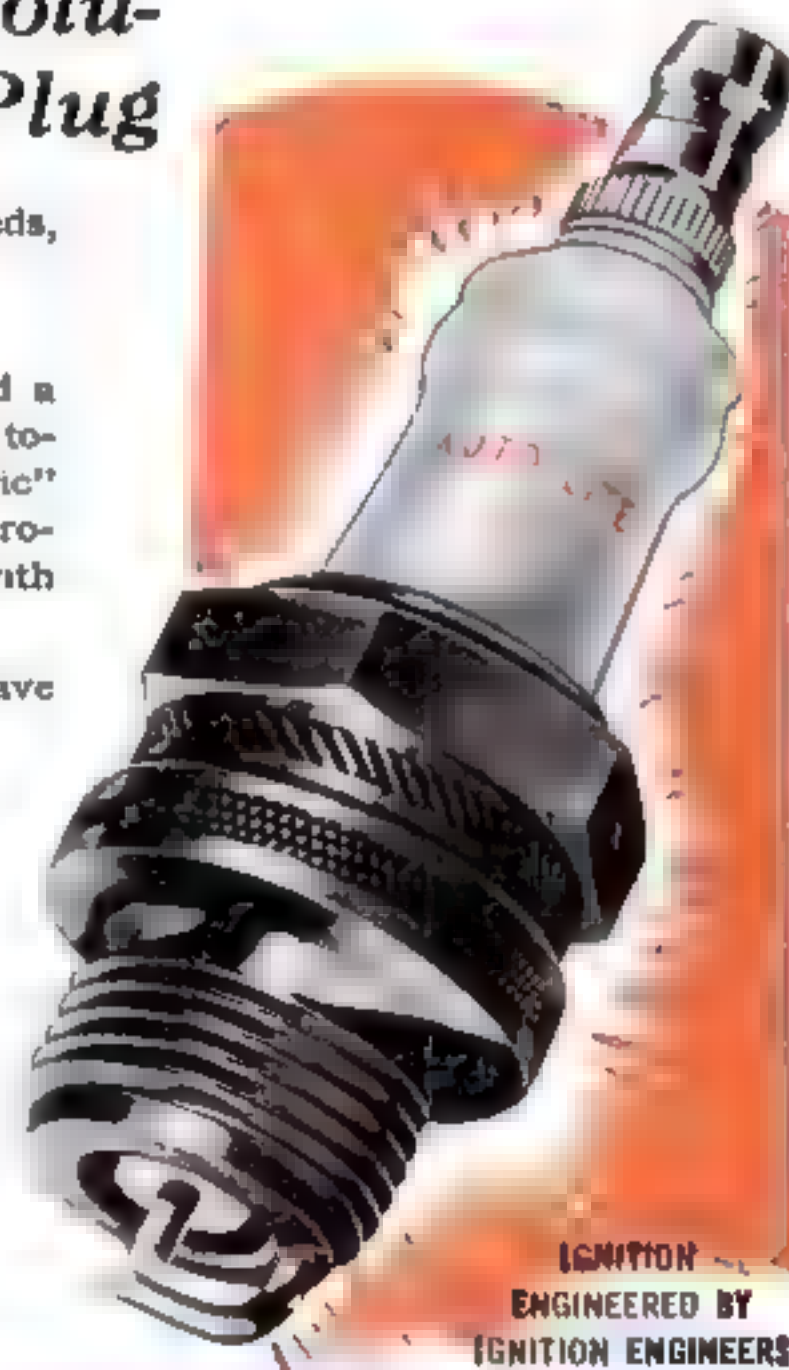
Think of it! Owners of all types of cars say the new Auto-Lite Spark Plugs give (1) Sure, quick starting, (2) Instant pickup, (3) Smooth, flex-

ible engine performance at all speeds, and (4) Prevent gasoline waste.

Here's The Secret!

Auto-Lite engineers developed a new alloy, called Koniun, which, together with Auto-Lite "geometric" gap design, makes it possible to produce a more effective spark, with less effort!

Make this convincing test. Have your service man install a set of new Auto-Lite Spark Plugs in your car. Notice how your car instantly takes on new life and vigor—how much more smoothly your engine responds when you step on the accelerator. Remember, Auto-Lites cost no more!



IGNITION
ENGINEERED BY
IGNITION ENGINEERS

THE ELECTRIC AUTO-LITE CO., Merchandising Division, TOLEDO, OHIO



ONE OUT OF EVERY FOUR NEW CARS is now factory-equipped with Auto-Lite Spark Plugs. Convincing evidence of their superiority under the most arduous tests.

Standard Equipment 1934
AUTO-LITE
SPARK PLUGS



This model fishing boat, carved out of wood, is part of the Metropolitan's fine Egyptian collection. It was put in a tomb in 2000 B.C. to bring joy after death.

METROPOLITAN MUSEUM

Its miscellany is a browser's paradise

During the last 50 years over a hundred art museums have sprung up in the principal cities in the U. S. Not only is modern American art being stimulated by their patronage, but more and more Old World treasure is accumulating in these rich repositories. Beginning here with the great Metropolitan Museum in New York, LIFE will conduct tours from time to time through the chief museums in America.

By far the largest in this country, the Metropolitan surpasses any museum in the world for the variety of its exhibits. In the massive gray building that sprawls four blocks along Fifth Avenue, the art lover can find only a fair collection of sculpture, and view some of its 2,402 paintings. But he can also wander among trees and statues in a real Roman garden. He can walk into an Egyptian tomb 4,500 years old. He can visit a Venetian bedroom, a Hindu temple, and the American Wing where 18 rooms from Colonial houses are perfectly re-assembled. Newest of the Museum's additions is the Hall of Armor, where the little girl (left) stands entranced before the steel suit of a 15th Century Italian knight.

On the next pages LIFE shows some of the strange and wonderful miscellany which makes a visit to the Metropolitan Museum as much fun as rummaging through a king's attic.

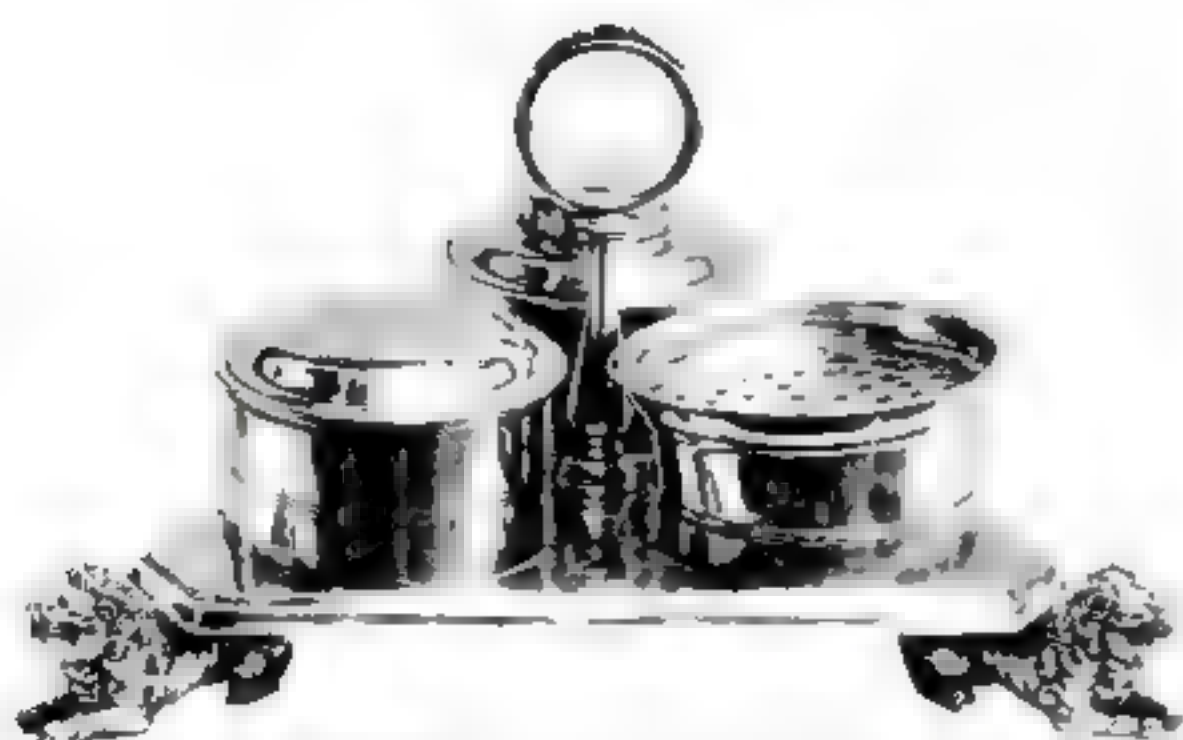


These Etruscan warriors are about 2,500 years old. They are made of clay, sand and ground-up pottery.

Joan of Arc is said to have worn this steel helmet. Hole (right) was made by a bolt from a powerful crossbow.

CONTINUED ON NEXT PAGE

Metropolitan Museum (continued)



This silver inkstand was made by John Coney in Boston around 1700, is supported on the backs of lions. Its three containers are for sealing wax, sand for blotting, and ink.



This banjo clock is typically American, was made by Aaron Willard whose uncle patented this type in 1802. The highboy (right) is called finest example of American rococo.



This Greek horse, surprisingly modernistic, is 7 in. high, belonged to Homer's time, about 800 B.C. It was probably set on a shrine as an offering to the ancient gods of Greece.



Queen Elizabeth's knight, Earl of Cumberland, wore this fine steel armor with rose velvet pantaloons about 1590. Etched down the back is Elizabeth's emblem, the double E.



Washington's portrait decorates this porcelain vase made in France about 1825 for American trade. The Etruscan safety pin (right) was used in Italy about 2,500 years ago.



The bones of saints and other relics were probably kept in this brightly enameled box from 18th Century France. The figure (right) is a 2-in. Greek earring, 5th Century B.C.



Hercules was depicted in this 8-in. bronze statue by the Greeks of about 500 B.C. He is armed here with a brutish club and probably once carried a bow in his other hand.



This Greek cup, shaped like a cow's hoof, was used in 500 B.C. for the favorite Greek drink of wine and water. At right is Benjamin Franklin, 15 in. high, in French terra cotta.



This Greek horse, from the 5th Century B.C., must have been part of a chariot group because it shows traces of reins in its mouth, but no trace of a rider on its back.



Egyptian ushhooks like this were common about 1100 B.C. along the Nile. Painted on ivory is this miniature portrait (right) by Charles Willson Peale, an American artist.



Pistol of Emperor Charles V, 1540, is inscribed *Plus Ultra* ("What lies beyond") referring to the New World. Below is a horse-shaped ivory whip handle from Egypt, 1950 B.C.



On this sword hilt, made in Italy about 1800, are carved 22 microscopic scenes from the Bible. The toy horse on wheels (right) comes from island of Cyprus about 1000 B.C.



This American doorway was built in 1780 for Captain Clapp's Tavern in Westfield, Mass., by a Colonial carpenter. In classic style he carved acanthus leaves on pilasters.



This Holy Family group, depicting the infant Christ among barnyard animals, is made of painted terra cotta. It shows wonderfully lifelike modeling of Italian artists about 1400.



This silver chocolate pot was made about 1700 by Edward Winslow, one of America's best silversmiths. The French muff box (right) is enameled gold, studded with diamonds.



New York's early stock exchange, the Merchants Exchange Building, is painted in oil on this French porcelain urn. It is now being exhibited in the Museum's American Wing.



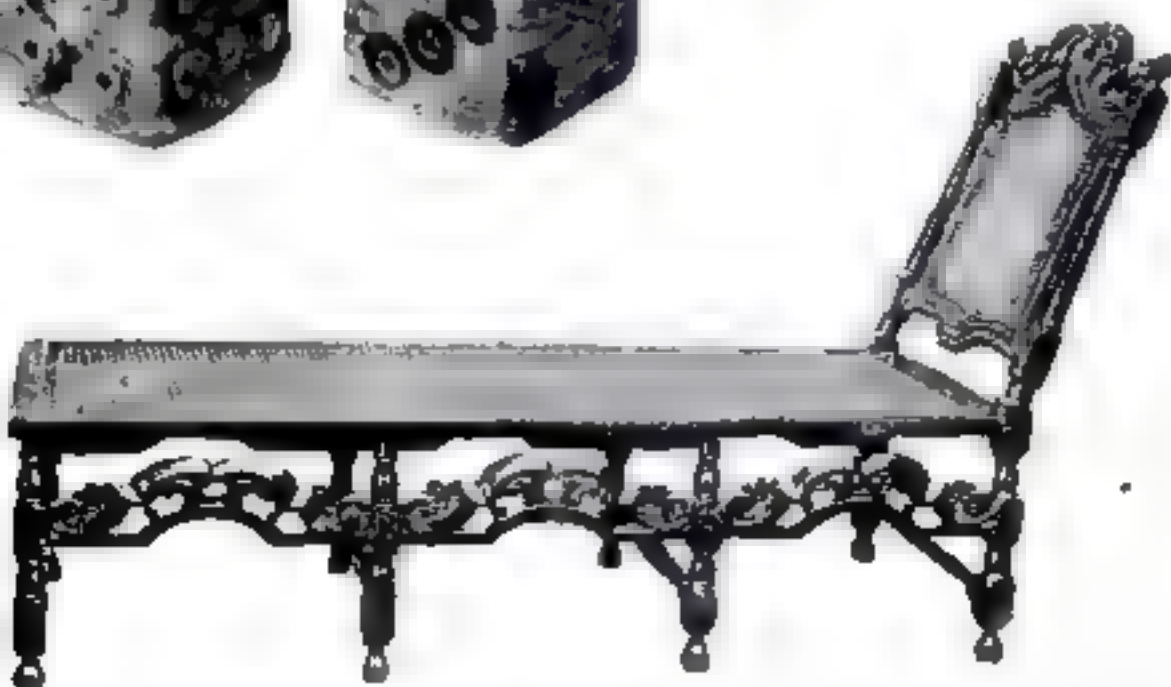
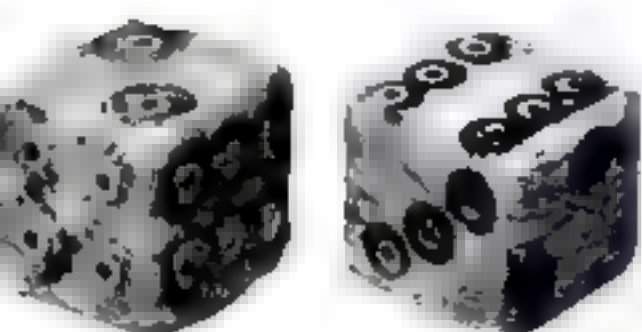
This Hawk God, Horus, was carved out of basalt in Egypt about 350 B.C. The two-piece Greek mirror (right) was made of polished bronze. The lid kept it from tarnishing.



This nude Negro girl, holding looking glass, was cast in bronze about 1600 by Alessandro Vittoria, noted Venetian sculptor. Negroes then were considered a great curiosity.



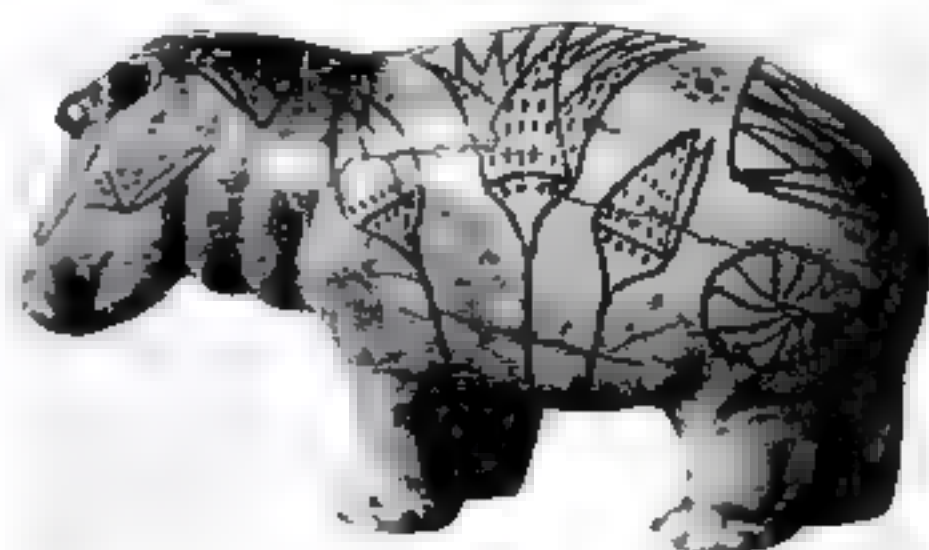
This winged lion, with a human head, was carved in alabaster about 850 B.C. It was discovered in Mesopotamia where it guarded the palace gateway of King Ashur-Nasir-Apal.



Cleopatra may have rolled Egyptian dice like those above. They were carved out of ivory about 30 B.C. The maple day bed below is American, was often used for sleeping.



Most popular treasure is this gold enameled cup attributed to Cellini, but possibly made by German goldsmith around 1550. The shell is supported by a dragon on top of a turtle.



"William," as he is named by the Museum staff, is a pottery hippopotamus, 8 in. long, adorned with lotuses, made in Egypt about 1950 B.C. He resembles Ferdinand in spirit.

Metropolitan Museum (continued)

MILLIONAIRES' MILLIONS PROVIDED ITS PAINTINGS

Most of the Metropolitan's paintings are gifts of such millionaire art patrons as Morgan, Vanderbilt, Havemeyer, Hearn and Altman. Others have been bought with lavish endowments of other millionaires like Frank A. Munsey, whose bequest of \$10,000,000 was one of the biggest the Museum ever received. The support of these men has made it the world's richest museum. Their conservative taste is reflected in the Museum's fine collection of Rubenses, Van Dycks and Rembrandts. The Hearn Funds alone provide exclusively for the yearly purchase of works by living American painters. Oil paintings by unorthodox moderns like Picasso and van Gogh have never "made" the Metropolitan at all.

Here and on the next pages in color LIFE presents nine paintings, chosen because they are household favorites. On page 57 are some examples of the museum's sculpture.

Today half its paintings are kept in storerooms for lack of space. Guards keep in trim by playing baseball in backyard, but the Museum will not admit that anyone has ever tried to steal a masterpiece.



"Washington Crossing the Delaware," known to every schoolchild, is the picture most visitors ask to see. Painted by Emanuel Leutze in Düsseldorf in 1851, it really shows

Washington crossing Rhine with a crew of German models. The American flag here is also wrong because it was not adopted until 1777, a year after the famous boat ride.



"James A. McNeill Whistler" is portrayed here by one of his fellow American artists, William Chase. The air of elegance is characteristic of Whistler, as is the one white lock.



"Madame X," painted by America's John Singer Sargent, shocked Paris by its realism. The haughty woman is really Mme Gautreau, a noted French beauty proud of her profile.



"Arrangement in Flesh Color and Black" is Whistler's portrait of Théodore Duret, Paris critic, holding a woman's wrap and fan. Note butterfly made of Whistler's initials.



"The Calmady Children," one of the best-loved pictures in the Metropolitan, shows the graceful, frankly superb style of painting that made Sir Thomas Lawrence England's most fashionable artist around 1800. Lawrence grew very fond of these two little girls of an obscure army captain, visited them often for meals, says this was his best picture.

"The Horse Fair" by Rosa Bonheur was given to the Metropolitan in 1887 by Cornelius Vanderbilt. In 1893 two of Rosa Bonheur's animal pictures were top attractions at the Chicago World's Fair. During the New York World's Fair this summer her most celebrated painting, *The Horse Fair*, will be stored in the cellar to make room for a temporary exhibit.

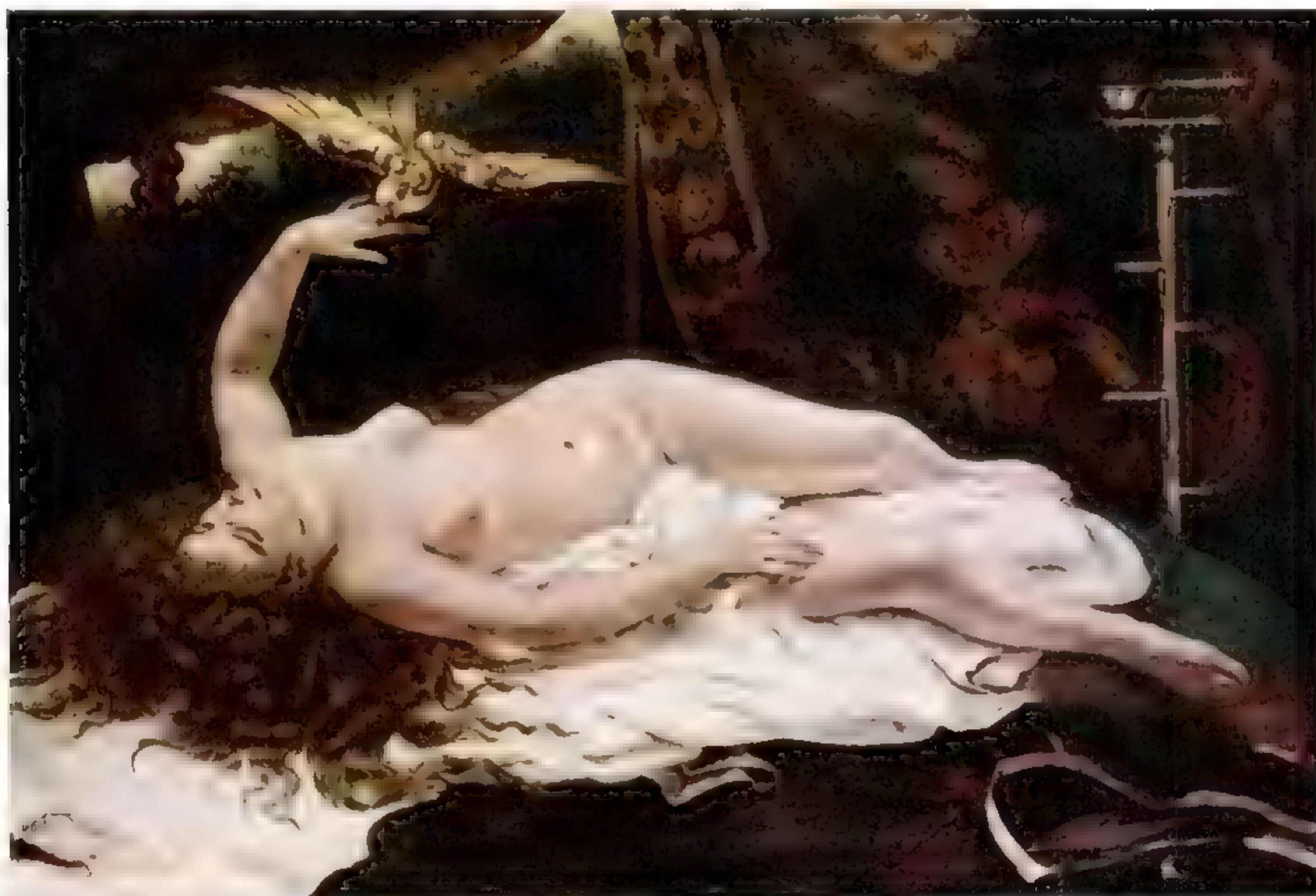




"Old Woman Cutting Her Nails" is probably most popular of the 28 paintings by Rembrandt in the Metropolitan. Given to the museum with 12 other Rembrandts by Benjamin Altman, great department-store owner, it is valued today at \$400,000. At Rembrandt's death in 1669, his works sold for 6¢.



"Dancers Practicing at the Bar" is one of the famous ballet scenes by Edgar Degas, 19th-century Frenchman. Degas never idealized his dancers, often drew them as gawky peasant girls whom he affectionately called "little rats." The streaks of water, from the watering can (left), keep the girls from slipping. In 1912 this canvas was sold to Mrs. H. O. Havemeyer for \$87,000. She gave it to the museum in 1920.



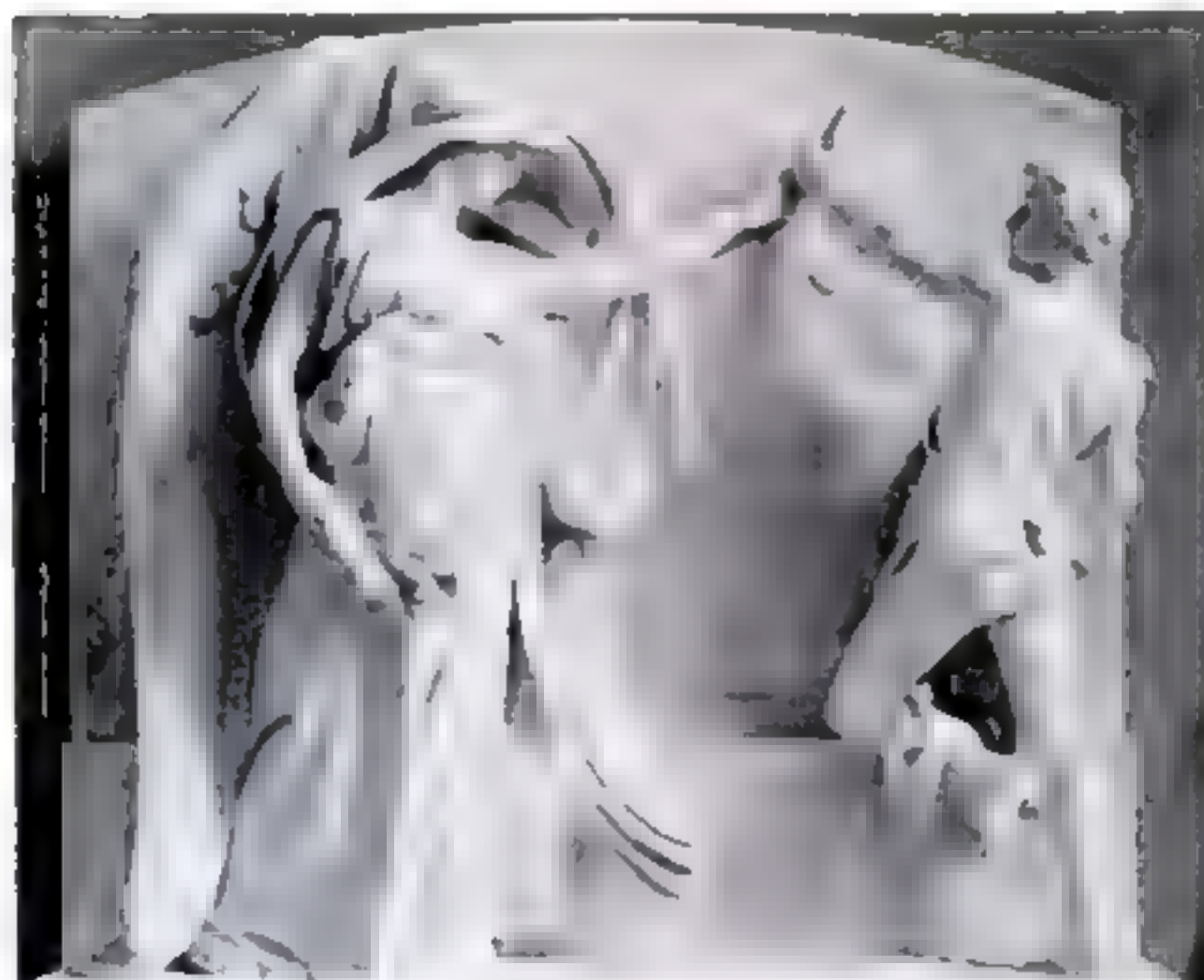
"Woman with a Parrot" was painted life-size by Gustave Courbet in 1866. At a time when other French artists were painting romantic battle scenes and shipwrecks, Courbet crusaded for simple realism, once dragged a cow into his studio for his pupils to draw. Critics con-

demned Courbet, so he decided to paint this nude which he said would be "after their own hearts." It was. Many of them praised it wildly. "The arms, the torso, the belly! What man has painted anything like it!" It was also part of Mrs. Havemeyer's gift to the museum.

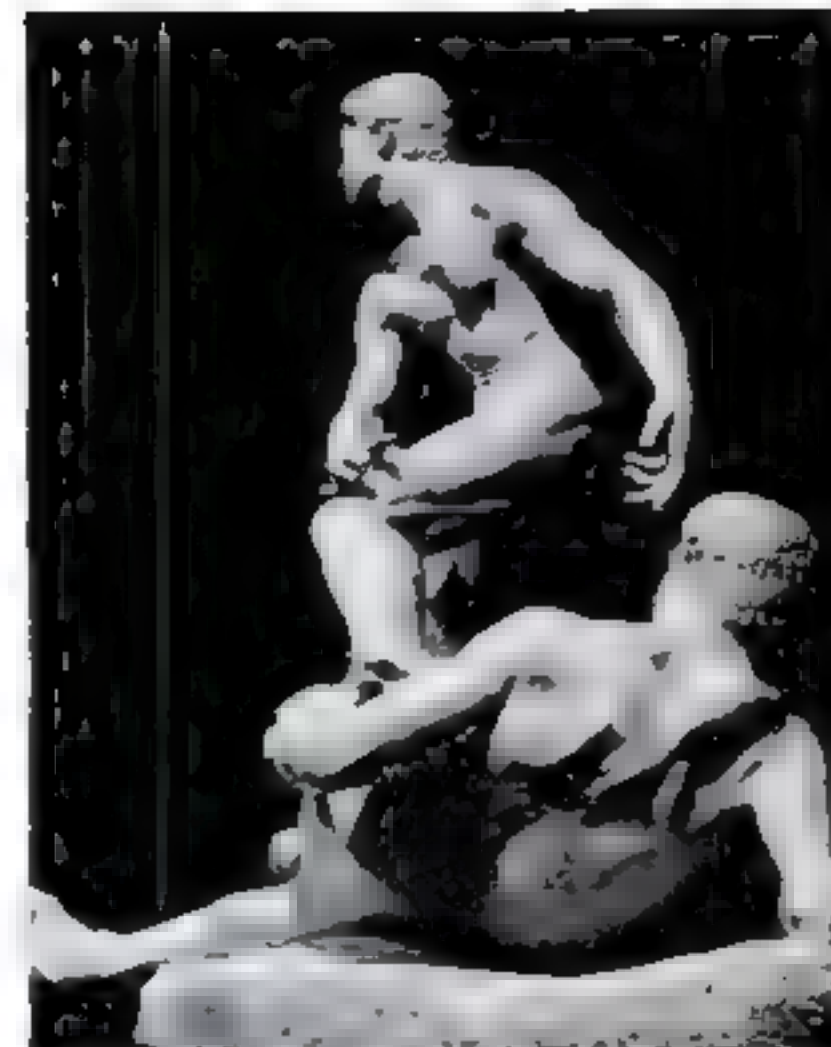
Sculpture at the Metropolitan



"The Thinker" is the best-known work of Frenchman Auguste Rodin. The Metropolitan owns this small bronze replica of the original statue in Paris.



"The Angel of Death and the Sculptor" was carved in marble by Daniel Chester French, popular American sculptor. A memorial to another sculptor who died in his youth, it shows Death stopping the artist's hand in the midst of his work.



"The Struggle of Two Natures in Man" by George Grey Barnard, on view at the Museum entrance, shows man's higher self rising above his lower self.



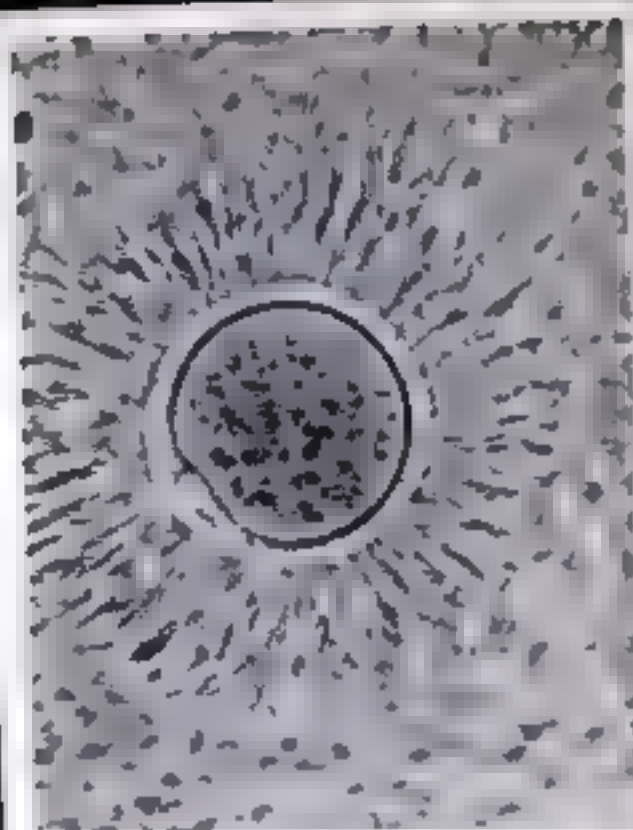
"Eternal Springtime," by Auguste Rodin, is a copy of the original statue done in 1884, which is now in Budapest. Unsurpassed for his ability to turn cold, hard marble into

warm, soft flesh, Rodin made his embracing figures as sublimely sensuous as Wagner's great love music. So skilled was Rodin that his less successful rivals accused him of copy-

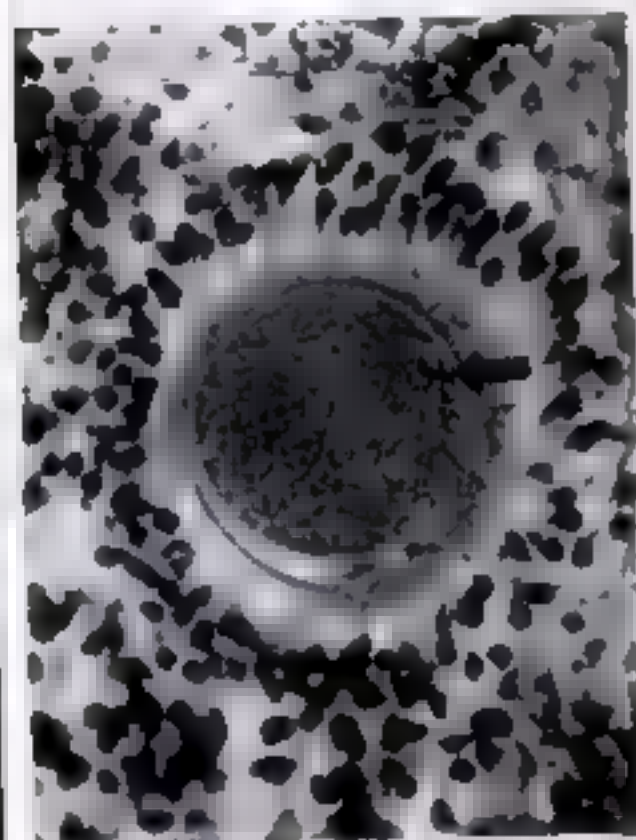
ing his nudes from plaster casts made from human bodies. To disprove this charge, Rodin had casts made directly from a model for critics to compare with his sculpture.



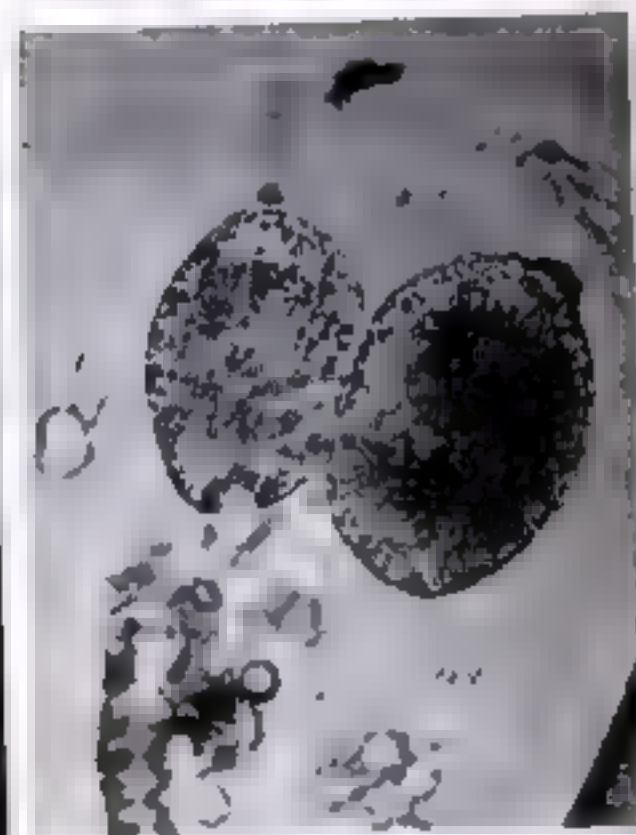
Artificially-fertilized rabbit eggs grow from simple cells to rabbit embryos in the glass womb above. Similar to the artificial heart, it feeds fluids and gases to the eggs, keeps them alive ten days. At the right: development of rabbit eggs



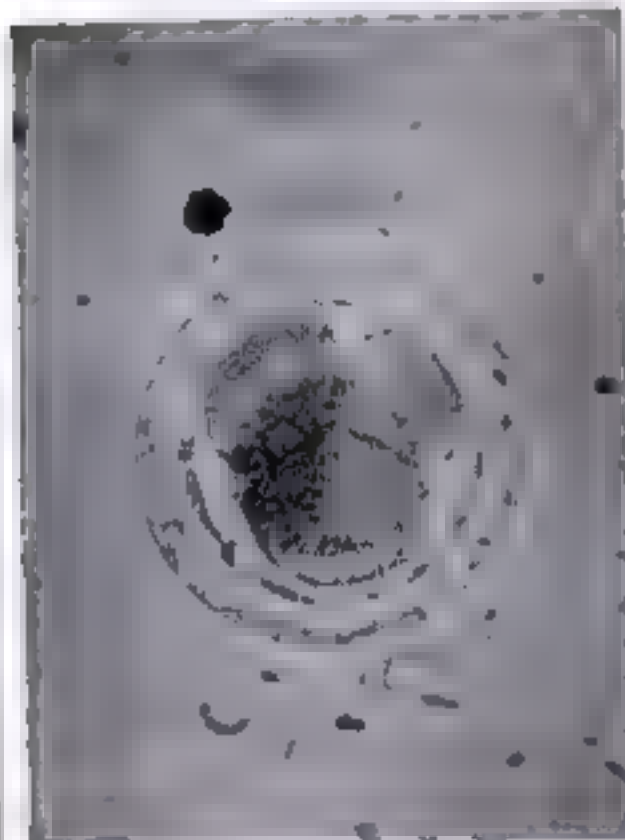
UNFERTILIZED EGG OF A RABBIT



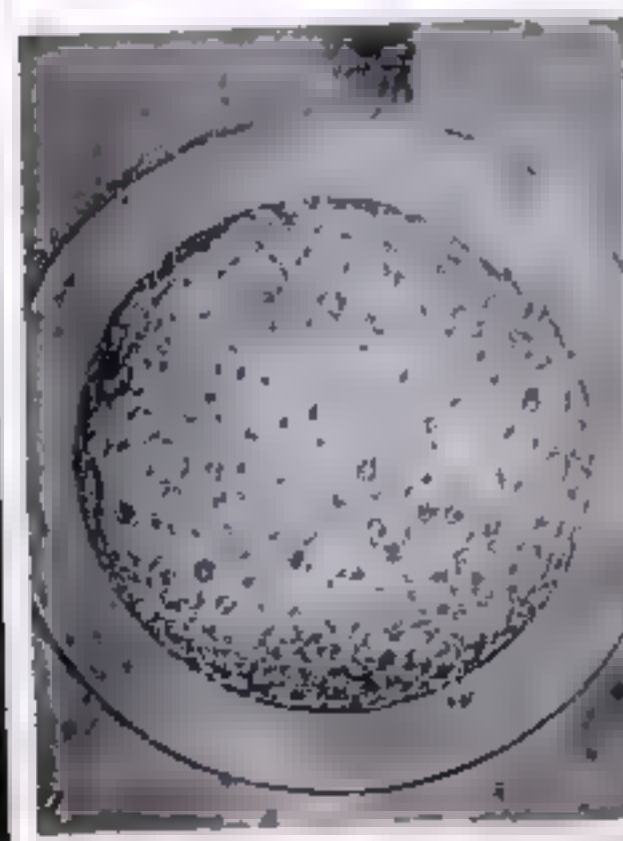
SPERM (ARROW) FERTILIZES EGG



FIRST CLEAVAGE AFTER ONE DAY



FROM 1 1/2 DAYS (ABOVE) TO 5 (BELOW)



FATHERLESS BUNNIES ARE BORN TO VIRGIN RABBIT

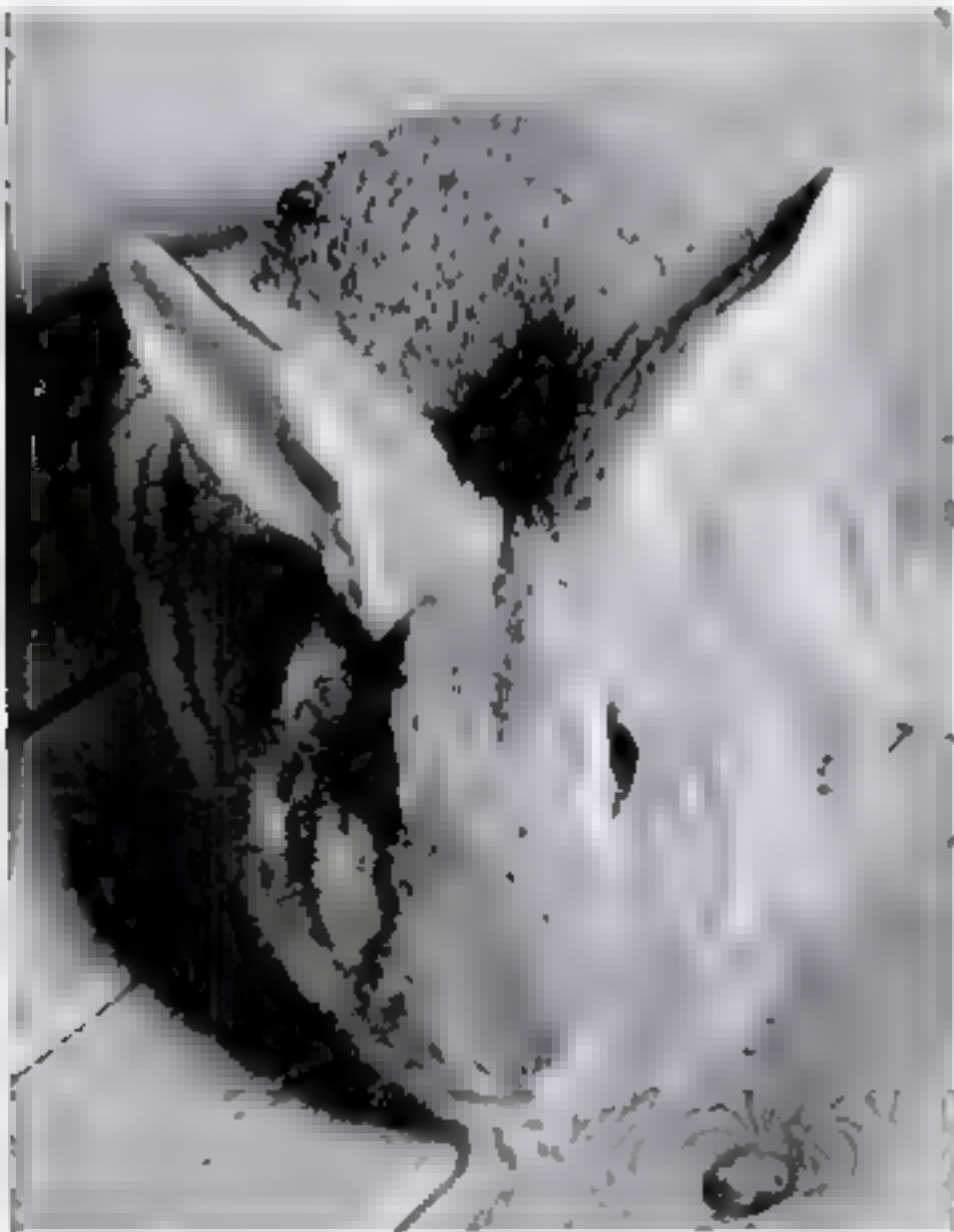
For the past ten years Dr. Gregory G. Pincus, Clark University biologist, has brought science step by step closer to the dreamer's prophecy of laboratory reproduction of a mammalian species. A few years ago he took an ovum from a rabbit doe, mixed it with a buck's sperm, transplanted the fertilized egg into another doe which placidly played the role of host-mother to a litter of six.

Next step was to construct an apparatus in which the embryo could grow outside a mother's body. Result is Dr. Pincus' recently perfected glass womb in which eggs are fed fluids, hormones and gases for ten days, the equivalent of one month in time for a human embryo. During that period embryos are implanted into the womb of a white doe which subsequently bears

gray-colored rabbits with hereditary characteristics of its real mother and father.

Most recent and most amazing of Dr. Pincus' experiments was the production of baby rabbits which had no father and never saw their real mother, even at birth. From eggs fertilized by salt or heat instead of sperm, he grew embryos, which when transplanted to a virgin doe continued to mature normally. The resultant fatherless litter bore no resemblance to the host-mother, had only the characteristics of the true mother.

Dr. Pincus' results are of considerable importance to cattle-breeders, who by artificial activation may be able to breed good milk-producing cows without having to guess at the problematical hereditary influence of the stud bull.



True mother is this gray-colored doe from which the unfertilized eggs, to be used for the experiment, are obtained.



Several score eggs are washed out of the Fallopian tubes of the doe. The eggs are then fertilized with sperm added.



Growing for days in this Carrel flask, the eggs (marked by arrows) are later transplanted into the rabbit host-mother.

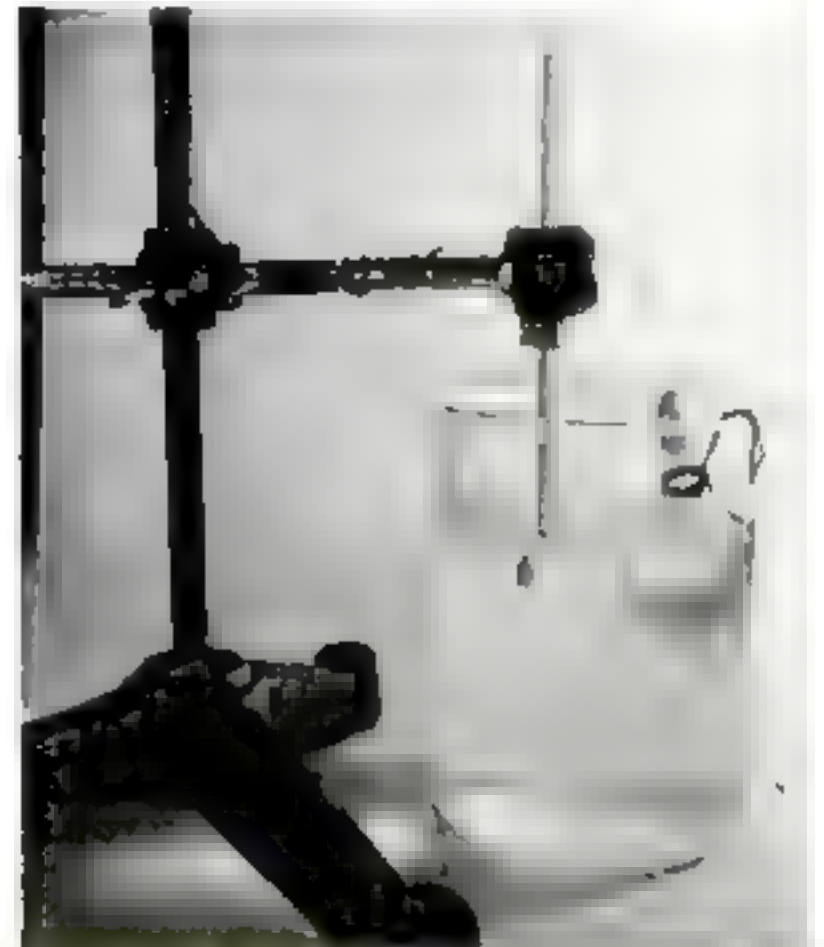


White host-mother gave birth to these two gray bunnies which have hereditary characteristics of their true mother.

Unfertilized egg and heat made this black rabbit



Dr. Pincus counts, under the microscope, the number of unfertilized eggs he has removed from a doe. The eggs will not be fertilized with sperm.




Artificially fertilized by heated water, eggs in flask are subsequently transplanted into a host-mother. Below is the resultant fatherless rabbit.



CLOSE-UP

HERR DOKTOR GOEBBELS



Goebbels, Paul Joseph. Born Rheydt, the Rhineland, 1897. Father: factory manager. Mother: blacksmith's daughter. Studied at a Catholic school, 5 universities (Doctor of Philology, Heidelberg, 1921). 1924: joined Nazis. 1926: Berlin Nazi leader. 1927: founded *Der Angriff*. 1928: elected to Reichstag. 1933: Minister Propaganda and Public Enlightenment. Married (1931). Five children. Authored 14 volumes.

"JUPKIN," THE MOST HATED NAZI, TELLS ALL GERMANY WHAT TO THINK

by BERNARD LANSING

Adolf Hitler is openly venerated by the large majority of Germans as a supernaturally inspired leader who has proved his ability to outwit and outguess the democratic statesmen of Europe. Göring, with his gaudy manner and showman tactics, is a popular hero. But Paul Joseph Goebbels, Minister of Propaganda and Public Enlightenment, a title and office invented by himself, is the most hated man in the Reich. "Jupkin," the nickname by which he is known in his native Rhineland, is an unflattering diminutive in Rhenish dialect meaning "insignificant little Joe." Having spent 42 years of his life in bitter combat with the normal and healthy world, "Jupkin" Goebbels, lecherous, shrewd, suave, ambitious, vindictive, stands today at the head of Germany's smoothest functioning organization and is largely responsible for the nadir to which German prestige has sunk in the rest of the world.

Hitler regards him as a necessary evil and is also bound to him for reasons of loyalty because Goebbels bled for the cause of National Socialism, invading and conquering Berlin, the stronghold of German Communism, when more stalwart Nazis were content to remain in lethargic Bavaria. Göring hates him openly. Himmler, the omnipotent police chief, regards him as a useful accomplice and front when there is dirty work to be done. And the lesser fry fear and distrust him because few of the Nazi scoundrels are without blots, and the Goebbels organization possesses sufficient information to place many a sinecured neck on the execution block.

Moreover, the clubfooted little Minister is one of the few who have ready access to Hitler, and at the same time is able to bar the approach to others. Der Führer is wont to refer to his close collaborators in terms approaching affection and even endearment, often mentioning Göring as "my dear comrade," or "my excellent friend," or dubbing Hess "my magnificent Maurice" as he did in *Mein Kampf*. But the nearest Hitler has ever come to paying Goebbels a compliment was in one speech when he called him "der geschickte Goebbels"—which immediately set foreign pressmen pondering over whether he meant "the clever Goebbels" or "the smart-aleck Goebbels."

That Goebbels has often taken the rap to shield other members of the hierarchy is well-known. When a new set of extremely unpopular police laws was announced recently, it was Goebbels, not Himmler, who stood before the microphone and posed in the newsreels. The Jewish pogrom was carried out by members of the SS and SA, who were acting in accordance with exact instructions, which included orders not to destroy certain synagogues of historic worth, or to harm certain privileged Jews, but it was Goebbels and not Himmler or Lutze who bore the brunt of the blame. Members of the foreign press will not soon forget the sorry performance of the little Doctor when, on the fateful afternoon following the orgy of destruction, he appeared pasty, haggard and

CONTINUED ON NEXT PAGE



Special trolley cars are part of Goebbels' propaganda technique to announce a speech of his in Vienna. He decides what 78,000,000 Germans may

see, hear, and read. "It is nonsense to suppose," he says, "that a people wants to rule itself." He even censors Führer Hitler and Göring at times.



The Nazi triumvirate in an unusual pose with Goebbels in the middle instead of Hitler. Adolf Hitler dreams the dreams, Goebbels popularizes

them, and Göring executes them. Below, Goebbels' greatest show. The Nuremberg Party Congress. The "Heil Hitler!" greeting was an idea of his.



20 Cope (1937)

der Angriff

TAGESZEITUNG DER DEUTSCHEN ARBEITSFRONT

Der Duce verteidigt
unser Recht auf Kolonien

Größe Rede Mussolinis im Vatikan Rom



"THE ATTACK" IS GOEBBELS' PAPER. IT SELLS 112,000 COPIES DAILY

GOEBBELS (continued)

ill at ease before the press in the assembly room of his Ministry and, without anyone having spoken a word of accusation, began to defend himself. "You can't blame me for what happened," he declared in a voice containing none of the usual Goebbels composure and suavity. "Why, I was in Munich last night when all this happened."

His lack of popularity among the people is aptly proven by the undiluted joy exhibited by taxi drivers and harmen, charwomen and street workers when the news of a Goebbels black eye or political setback begins to circulate. During his recent illness which, tabloid reports to the contrary, was intestinal catarrh, the Propaganda Ministry was deluged by anonymous telephone calls from coin-box phones, the conversation in each case being somewhat as follows: "How is Dr. Goebbels today?" "He is progressing nicely, thank you." "Too bad!"

The philanderer gets heckled

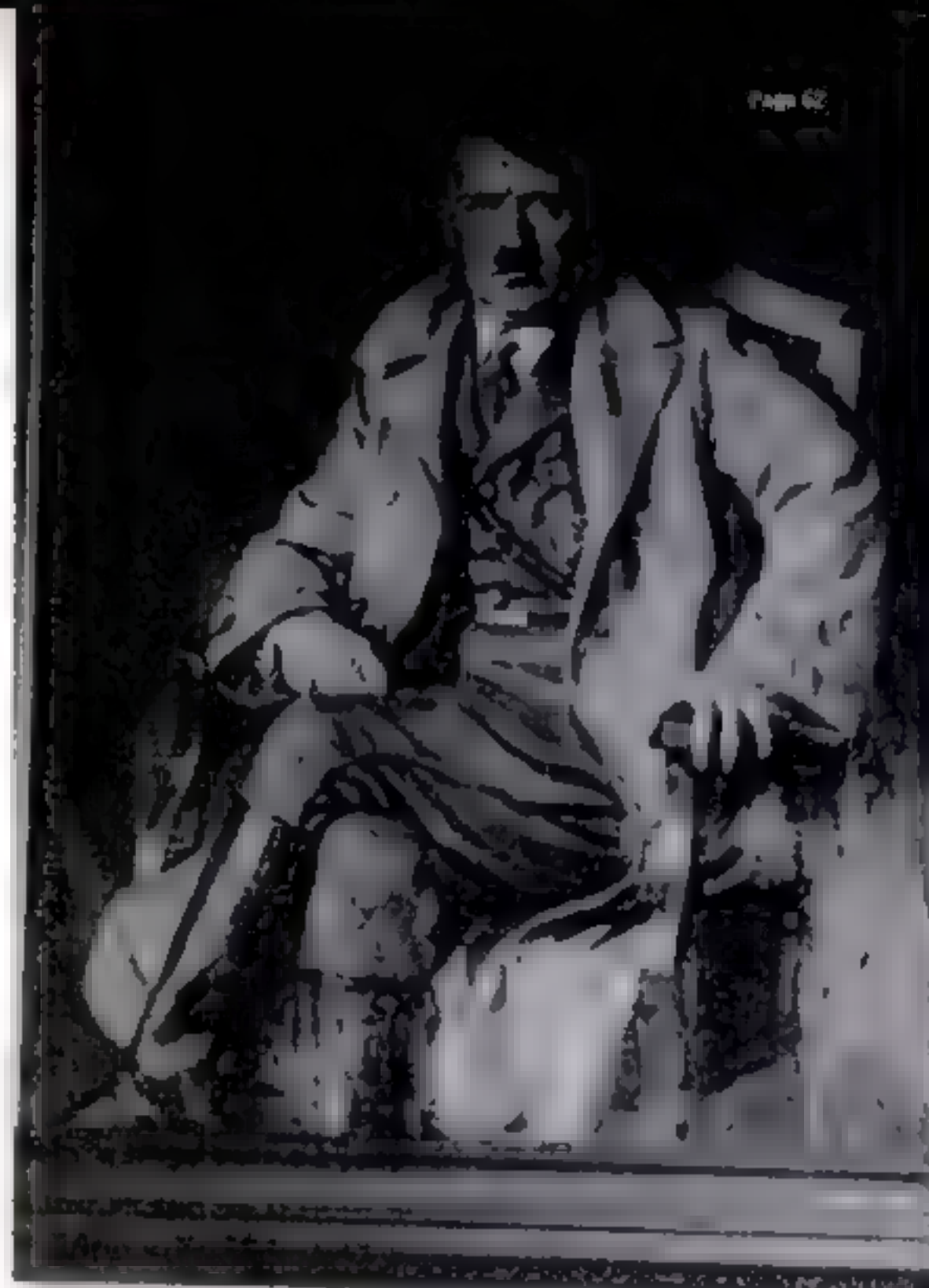
With all the thousands of Adolf Hitler Strassen, Hermann Göring Platze, Dr. Ley Buildings and Resorts, and Himmler Camps, Dr. Goebbels has not been honored with even a back alley. He is the only man of power in the Nazi State who has been heckled by an audience since the rise of the Party to power. The anti-Goebbels demonstrations were vociferous when a recent film starring his current paramour, Actress Lida Baarova, opened at Berlin's Kurfurstendamm. At one point in the film the heroine cries, "Where shall I get the 36,000 marks?" "Go to your friend, Joseph!" yelled the audience. After two days, during which the wisecracks and Bronx cheers increased in lusciousness and volume, the film was withdrawn and Actress Baarova was confined to her home in Berlin-Grünwald with her telephone tapped and two stalwart secret police on guard at the gate to keep Baarova in and reporters away. "The German audiences took a dislike to her because of her Czech origin," was the semi-official explanation.

The Goebbels philandering has provided safe gossip for German matrons for the past several years. For in creating the Reich Chamber of Culture with himself as president, Goebbels has drawn the theater, music, literature, radio, cinema and the arts within the scope of his control. No German film may appear without his approval. And it is through this power that he extorts amorous tribute from aspiring young actresses. When ambitious Frau Magda Goebbels recently envisaged freedom from her promiscuous mate through the medium of the divorce court, she had no difficulty in compiling a list of 28 protégées who had been assisted to lucrative positions in the film and theatrical world by the President of the Chamber of Culture in return for certain favors.

The Sudeten crisis was practically forgotten in the national glee over a magnificent shiner impressed upon the Goebbels left eye by Baarova's fiance, a husky film actor named Gustav Froehlich. Signals got mixed and he arrived at the Baarova boudoir to find the little Doctor already there. For his manly reaction, Froehlich, whose name is the German word for "happy," is said to have received a stage ban of six months, and German wags began to say: "Ich moechte so gern froehlich sein" ("I should like to be 'happy.'") When the Angel of Victory was removed from her column in front of the Reichstag Building and placed on a new column some 20 ft. higher at the crossing of Berlin's two



Born with a clubfoot, Dr. Goebbels wears a special shoe on his right foot. Today no one is allowed to mention or photograph this deformity, of which he is extremely self-conscious.



He poses faithfully under a painting of Hitler in his large office. Until the 1934 Blood Purge he was almost killed because he was politically too successful. His only god is power. Many think him Europe's most dangerous man.

IN THE GOEBBELS PARLOR AN ATTENTIVE HITLER HEARS MELBA, R. RECITE, AS MELBA'S PARENTS AND SISTER HILDE, L. ALSO LISTEN.



LIFE APOLOGIZES TO ITS NEWSSTAND BUYERS

In spite of the most carefully laid plans to make plenty of copies available . . . in spite of an increase in LIFE's press capacity of 1,000,000 additional copies in less than 18 months to turn out considerably more than 2,000,000 copies a week . . . the Publishers have found that, once again —

LIFE has failed to meet the demand for copies!

During the past half year, LIFE's newsstand sale has consistently exceeded our most optimistic predictions. And today, more than 75% of the newsdealers who handle LIFE are again finding themselves without copies within three days after each issue appears!

To those disappointed LIFE readers who have not been able to buy recent issues on the newsstands — or who have had to visit several dealers before finding one that was not sold out — we offer our apologies.

But we can now announce that we have just completed plans to print LIFE simultaneously in two places at the same time — in an Eastern plant as well as on our regular presses in Chicago — and that new equipment is now being installed.

With these added facilities, we hope soon to be able to take care of the demand.

And, in the meantime, we hope all of LIFE's regular readers will make sure of their copies by going to their newsstand on publication day — Friday!

The Publishers

"O.K.—I can be a glamour girl...

BUT HOW WILL
YOU EAT?"



1. Was I mad? Tom said I looked dead after slaving for hours over that reeking old stove! "Cook or glamour girl?" I screamed, "take your pick!"



2. "Is not so?" he said. "Look." And he takes an ad of a swell streamlined Magic Chef. "This'll give you more time for yourself."



3. So what did we do? We saw our Magic Chef dealer and bought a honey of a range. The glamour girl is back now—you should see us step out!



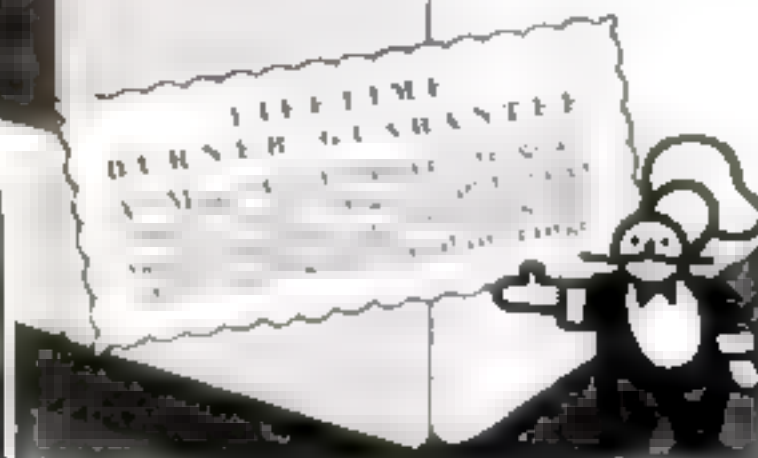
4. IT'S AS EASY AS THIS—To stay glamorous, yet add zip and sparkle to your cooking, get a new Magic Chef. Magic Chef gas ranges are dazzlingly modern... streamlined, with more oven insulation, and automatically-lighting burners guaranteed for life!

Only Magic Chef offers the marvelous swing-out broiler that ends stooping... lets you see what you're broiling. Then there's the Magic Chef high-speed oven with its exclusive Red Wheel automatic heat regulator.

Don't slave over a stuffy old range! Even if you live beyond the gas mains, Magic Chef and Pyrofax Gas Service are available East of the Rockies. Have your dealer show you the "Hit of 1939" today! American Stove Co., Dept. L, 263 Chouteau Avenue, St. Louis, Missouri.



See the Magic Chef Exhibit, Gas Industries Building, New York World's Fair.



Miss Margaret Fossett, Home Service Director, Boston Consolidated Gas Company Boston Mass. says "Certified Performance assures us that a range with this seal has met 21 high standards for greater time, fuel and food savings. Gas is your quick, clean, economical servant... CP ranges help you get the most out of it."



SAVE WITH A
Magic Chef

THE GAS RANGE
WITH THE LIFETIME BURNER GUARANTEE



He married his secretary, Magda Quandt, in 1931. Hitler marches behind them on their way to the wedding between rows of storm

troopers. His wife's son by former marriage, dressed in a Nazi uniform, walks beside Goebbels. Frau Goebbels' stepfather was Jewish



GOEBBELS (continued)

main thoroughfares, Berliners immediately remarked that she was being placed higher in the air so that Goebbels could not get at her easily.

It was while Goebbels was plucking the fruits of his power that Frau Goebbels, who had been living apart from her spouse for many months, applied to three outstanding German attorneys to institute divorce proceedings for her, but each declined to take the risk. She then went to Hitler personally and Der Fuhrer is said to have assured her that she also enjoyed full protection and privilege under the German laws, but asked if the Reich could not be spared a scandal by a simple separation.

Hitler, in spite of his own ascetic life, has always shown an inclination to let the boys have their fun until the interests of the State become involved. But the Goebbels black eye was something that could not be hidden nor denied and, because a national scandal was brewing, the floodgates of Hitlerian wrath opened wide. His first act was to sentence his Propaganda Minister to house arrest. It is said that various persons of influence, who did not regard a shiner and an imposing record of plain and fancy philandering as fatal to the career of Germany's ablest organizer and publicist, pleaded with Hitler not to deal too harshly with him. Finally the supreme edict was handed down: a public reconciliation with his wife and a pledge to stay home evenings and to devote his spare hours to his family of seven. For the benefit of a gossiping nation the regimented press of Dr. Goebbels printed a photograph of five grinning Goebbels and a benignly smiling Fuhrer in the background with a noncommittal caption to the effect that the Goebbels family had been caught by a photographer during a recent visit to Obersalzberg. The reconciliation visit took place during the late autumn when the weather was raw and cold but the young Goebbels are all dressed in summer clothes with short sleeves and socks, which, as every German knows, would be unpardonable in a country which conscientiously puts on long underwear and woollens at the first sign of frost.

He molds a nation's mind

In recent months Goebbels the man has so completely outshadowed Goebbels the propagandist and politician that there is a tendency to forget that, with all his vices, he has nevertheless built up the country's best organization in a country that prides itself on its organizing ability. As an instrument of government he has given propaganda a completely new meaning and has shown the democracies that their knowledge of mob psychology and their methods of vote-getting are antediluvian. When a 99.48% victory is to be scored in an election, Goebbels sets to work in the manner of a hypnotist beating down the resistance of his subject. The press is entirely devoted to the campaign, screaming red headlines, extolling the regime and depicting the chaos that would replace it if it fell.



This happy family picture (center) with Hitler was released last fall to quiet rumors of a divorce following one of Goebbels' love af-



fairs. The picture was actually taken earlier. At Hitler's insistence, Dr. and Frau Goebbels did later appear in public together (above).

The radio propagandizes day and night in speeches, music, stories, dramas and descriptions of Nazi accomplishments. Gigantic loud-speakers are set up at every important corner and square of every town. Employees in factories and offices are marshaled together several times each week to participate in political demonstrations. Uniformed organizations with flags and brass bands monopolize the streets. Scarlet banners cover the house fronts, and housewives are visited by velvet-voiced young orators who harangue them while the soup boils over in the kitchen. Newsreels devoted entirely to propaganda are shown in every cinema, and entire speeches are broadcast between acts in the opera and theaters, the audience being compelled to remain in their seats. In every speech Goebbels emphasizes the complete fairness and secrecy of the election, but starts a whispering campaign that anyone voting against the regime will be found out. When after weeks of concentrated pressure, the leaders are certain that the public mind has been sufficiently belabored, the polls are thrown open and everyone is invited to cast his vote—entirely as he chooses. In the polling places there is one small curtained booth in a corner, but word is passed around that anyone entering it is a traitor. What is the result? Virtually all vote *Ja* openly, marking their ballots on the tables in the room or holding them against a wall and preferably showing them to several people by way of precaution.

The Heidelberg student turns agitator

Although Hitler has taken the credit in *Mein Kampf* for the powerful propaganda machine that was developed by National Socialism, it was Goebbels who transformed the movement from a quibbling group that carried on nightly harangues in Munich beer halls to a militant mob that swept the streets and accepted theft, bomb-throwing and murder as legitimate means to its end. Goebbels joined the Party in 1924, a bitter, brilliant, frustrated student with a doctorate from Heidelberg. Because of his physical inadequacy he had been forced to keep at his books while the Fatherland went down to defeat. He had endured the ignominy of the Allied troops quartering in the Rhineland, where he was born and raised—in Rheydt, near Düsseldorf. Thus ripened for revolution, he soon demonstrated to Hitler his powers as an agitator and organizer, notably in liberal Berlin. Eventually he convinced Der Führer that propaganda was as an important phase of government as foreign policy or the police establishment. And when senile Hindenburg dropped the reins of government from his feeble hands on Jan. 30, 1932, it was not Hitler, but Hitler and Goebbels who grasped them. While other Nazi chieftains were standing appalled before the power suddenly tossed into their laps, Goebbels selected the most picturesque palace on Wilhelm Platz and installed himself in it as Minister of Propaganda and Public Enlightenment.

Once in office, he began to expand his organization and increase his power, being at all times careful not to encroach upon the Führer's right to supreme veneration or to interfere with Göring's

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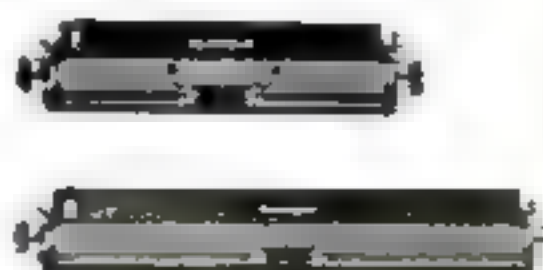
HERE'S WHY



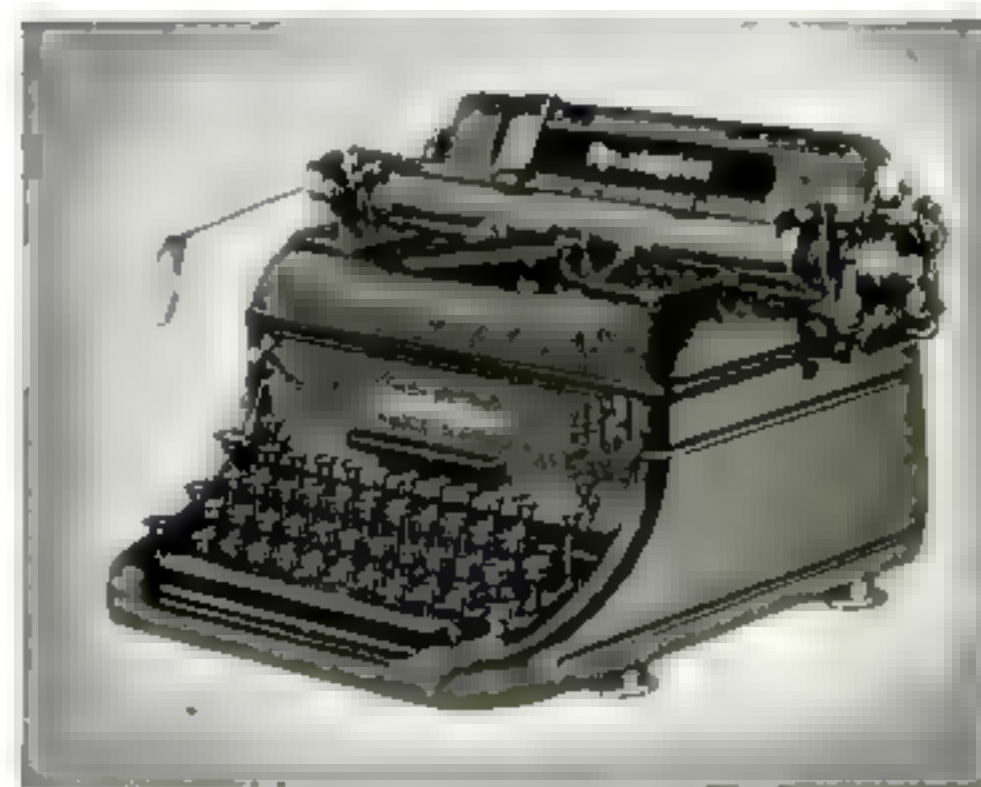
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GOEBBELS (continued)

chosen field of the defense forces. Although himself the ruthless dictator of the majority of Germany's public institutions, he has always emphasized, in a typical Uriah Heep manner, his menial status as the servant of his lord and master because he, like all the others, realizes that his own security depends on Hitler remaining at the helm. His first task as Minister was to perfect his organization, which he did by appointing agents for each of the important countries of the world, their job being to keep a constant finger on the press reaction to National Socialism. He then set to work on the German press, weeding out hundreds of papers which he regarded as undesirable, eliminating Jews from all journalistic posts, calling the outstanding German journalists to Berlin to work under his direct supervision, building up the official German News Agency from a puttering group to a virulent propaganda instrument. He instituted regular press conferences at the Propaganda Ministry to tell Germany and the world not only what to print but particularly what not to print. That he did not intend to tolerate the least deviation from the edicts, he revealed at an early date by ordering the arrest of dozens of liberal-minded German journalists, the discharge of hundreds more and the eviction of numerous foreign-press representatives who persisted in believing that Freedom of the Press was universal.

He edits all the newspapers

At the present time the German papers are not only told what to print but are in most cases given the text of their stories with the headlines and instructions regarding the make-up of their front pages, so that foreign visitors are often puzzled to find identical stories occupying the same position in dozens of German papers. The designating letters of the German News Agency, DNB, have acquired the interpretation in journalistic circles of *Darf Nichts berichten* ("Dares not report anything"). Foreign pressmen are no longer concerned over whether a story is news but whether they would be safe in reporting it, and to keep the appropriate amount of anxiety brewing in the hearts of the foreign group, the Doctor expels one of its members at frequent intervals with the vague explanation that the tone of his reporting was anti-German.

Germany needs only two papers, he once declared, the official Party organ (*Völkischer Beobachter*) and his own personal organ, *Der Angriff* (*The Attack*). The German people, who never learn through the German press of a German disaster, airplane crash, murder or political reverse, do not need to know what is going on in the world, he maintains. They are and must remain the pawns of the State to be moved and swayed as the leaders deem desirable, and their minds, like their bodies, belong to the State. Foreign residents in the Reich have become accustomed to the puzzled expressions on German faces when the entire press suddenly begins to revile and abuse President Roosevelt or Anthony Eden without any apparent reason. The public at large is never informed that Eden has made an uncomplimentary remark about the Reich, or that Roosevelt has denounced totalitarian methods in a message to Congress.

Abnormality and filth are splashed on the front pages of the daily newspapers when it is necessary to discredit a Catholic monastery or create a justification in the public eye for confiscating Church property. Typical was the comment of a Goebbels organ on a University of West Virginia party, reported by LIFE in its Dec. 5, 1938 issue, in which all the men appeared as Fuhrers. The standard of culture of this American college, *Das Schwarze Korps* declared, is no higher than that of "persons who stick their fingers in their own filth and draw pictures with it on the walls of privies. It is latrine culture."

A Jew, according to the Goebbels formula, is never merely a

Speaking at Berlin street rallies from 1926 on, Paul Joseph Goebbels was a wild, fanatical demagog. "He who can conquer the

street," he later wrote, "can also conquer the masses." Today his Ministry of Propaganda (below) has the biggest set of offices in Berlin.



A NEW IDEA found only in "H&W" Comfortop girdles is the soft, encircling "Lastex" waistband. High in front, with a slight dip toward the back, it provides the accented waistline stressed by all fashion authorities. Sold at leading stores. The H&W Co., 276 Fifth Avenue, New York.

AT LEFT is an "H&W" Pantie, beautifully made, in the smart French nude shade. Satin and Leno "Lastex". Made with convenient Talon closing. Cotton and rayon. \$3.

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scoundrel, thief, swindler, liar, villain or asocial element, but always a sexual monster leering at blonde German girls or trying to lure them into dark passages or up back stairways. "Race pollution" is a Goebbels brainchild and has been used as an extremely effective instrument for sending thousands of young and old Jews to concentration camps. At first confined to definite sexual relations, race pollution soon came to mean the mere presence of a Jew and a German girl in the same house or the declaration of a superfanatical Nazi girl that a Jew has cast lascivious glances in her direction. Berlin's foremost Rabbi and one of the world's outstanding Hebraic scholars was recently arrested and, with a great fanfare of pornographic publicity, sent off to a concentration camp because a girl from Hitler's Girls' organization alleged that he had looked at her across the aisle in a subway train.

The lie as a point of policy

With him the lie is a point of policy and the spoken word or promise is often no more than a ruse or trap to catch any unwary opponent. Foreign correspondents, after spending an entire morning counting broken Jewish heads, had the odd experience of hearing the Doctor declare that "not a single hair on any Jewish head had been harmed." His attitude towards propaganda in general is appropriately expressed in the name he chose for his Berlin organ *Der Angriff* because he is essentially an aggressor, a destroyer. His methods have always been those of violently attacking Communism, Democracy and the opposition in Germany, and during the six years of his regime he has built up a definite psychosis in the German nation—that of being constantly attacked and having to retaliate through counterattack. The German man in the street is either convinced that Germany is surrounded by enemies, or if he is of the more reasoning type, wonders why everyone should be against Germany.

His exploitation of the film as well as the literary, music and art fields for propagandistic purposes has killed all original production in Germany, but that does not worry him because he contends that when the artists, poets, musicians and dramatists have learned their Nazi A B C's they will develop an entirely new world of creative art within the framework designed by Goebbels.

The political outlook and *Weltanschauung* of the Doctor have been the subject of endless speculation. He belongs to the left-wing, radical group in the Party, and his natural opponent is semiconservative Göring. He is aided in holding down the left side of the political seesaw by Himmler who, like him, dreams of a rapprochement between Germany and Soviet Russia with an ensuing division of the spoils—in this case Poland, Czechoslovakia and Rumania. Ribbentrop's Anti-Comintern Pact received no support from the Goebbels camp and was openly criticized in SS circles. The present idea of Ukrainian independence is receiving little or no acclaim in Germany because the propaganda drum-beaters are anticipating a bigger haul. Goebbels sees a boundless spiritual realm once he is in the position to begin synthesizing National Socialism and Communism.

Foreign correspondents who have watched him ripen from a vicious agitator with nihilistic leanings into the supermind of National Socialism, are convinced that he is an independent radical and hell-raiser whose only god is power. Whereas formerly he was regarded as indispensable to the cause, many now think he has served his purpose and is a hindrance to a government which requires constructive propaganda rather than continued abuse and vilification leveled at the states with whom the Third Reich must live in peace. But the rapidly growing group in Wilhelmstrasse that would like to see the Little Doctor amputated from the German body politic agrees that he would have to be killed. As an enemy abroad he would be more dangerous than a hostile army.

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With old comrades Dr. Goebbels celebrates the 13th Anniversary of the Munich beer-hall putsch of 1923. At the time he was

in a Belgian prison for secretly organizing Nazi cells in the Ruhr, held by the Allies after the World War in which he took no part



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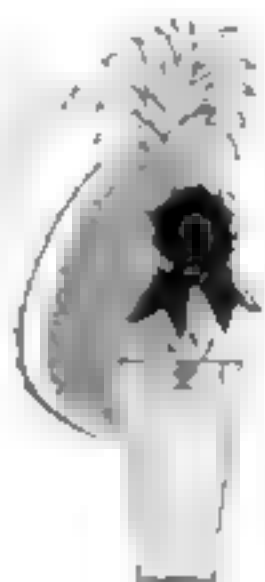
"I wasn't born yesterday. I demand a thing or two, believe me!"

"I get mine (Del Monte Pineapple Juice) every day. Have for years. (Well, months, then!) I drink from a glass and rubber thing called the Fountain of Youth. And boy, it goes down easy!"

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GOEBBELS (continued)

Theoretically, Goebbels holds down three salaried jobs. He is Minister in the Cabinet, *Gauleiter* (Regional Leader) of the Berlin district and a member of the Reichstag. His monthly salary is a relatively modest 4,800 marks. In addition he is provided with a car, chauffeur and town house with servants. Other *Gauleiter* and ministers have about the same salary and have to live in a quite unpretentious manner, but Goebbels owns one of Prussia's most attractive estates at Schwanenwerder on a lake near Berlin, a town house in Berlin, and according to late reports is acquiring a new palace, which is being erected in the private Chancellery Park behind the Foreign Office. Schwanenwerder, which he is said to have acquired from a Jew for a song and for which, according to reliable reports, the Berlin museums were called upon to contribute some of their finest oriental rugs, was formerly open to the public on certain days of the week, but when gossip began to spread it was closed. A short film depicting the Goebbels family at home in Schwanenwerder, and also incidentally revealing the lavish style in which the estate is run, appeared suddenly in the Berlin cinemas about one year ago as a "cultural film" but instead of increasing the popularity of the Minister, it set all Berlin wondering how he managed to do it on his salary, and after a few showings, the film was discreetly removed.

In appearance he is conspicuous because he does not fit into the human family, either as a normal or abnormal person. He is only 5 ft. 4 in. tall, has a head much too large for his body, and in his emaciation he resembles Ghandi. According to a recent Viennese joke, a *Hausfrau* went into a butchershop and asked for "10 lb. of Goebbels." After some deliberation the butcher gave her "8 lb. of mouth and 2 lb. of bones." A ranking German medical authority recently delivered to his class the following lecture, now avidly repeated over the Berlin beer tables: "Clubfooted persons usually exhibit certain peculiarities of character. They are subject to extreme moods and as a general rule are highly sensual. Because of their natural affliction they are not infrequently motivated in their actions by hatred of the normal and healthy. The master villains and criminals of history have in a striking number of cases been deformed in this or a similar manner. There is, however, one outstanding exception—Lord Byron."

The Goebbels family tree has provided material for endless speculation because little or nothing is known of his forebears. He does not fit into any of the Germanic racial categories and would be taken at first sight for an Italian or even a Jew. An ethnologist currying favor once produced a treatise on a Germanic group called *Nachgedunkeltezwerggermanen*, which might be approximately translated as "Dwarf Germans who later became dark in color," and announced that Goebbels belonged to it. This was too much even for the gullible, however, and the ethnologist and his treatise were both suppressed. Another theory is that his ancestors came from a district near The Netherlands and there picked up some Malay blood from a Dutch colonial. Berliners are fond of relating that during the early days of National Socialism, he arrived at the Berlin Sport Palace for a political rally but, as he was about to enter the building, a friendly policeman caught him by the shoulder and said, "Better not go in there, buddy. They're all anti-Semites."

As a proud father he poses with his daughters Helga (left) and Hilde (right). He has two younger daughters, a son Helmut, 3, and a stepson Harald, 13. He has tried to name his children "heroically." Goebbels' own childhood was unhappy.



PEOPLE

The Cameras of the World Press
now put these people in the News



Lothrop Withington Jr., Harvard freshman, son of a Boston lawyer, bet \$10 that he could swallow a live fish. On the night of March 3 in freshman dining hall, classmates watched fascinated while Withington dangled a wiggling 3-in. goldfish by the

tail, gaped, gagged, gulped. He then produced a toothbrush and cleaned his teeth. "The scales," said he, "caught a bit on my throat as it went down." Pocketing his \$10, Freshman Withington sat down to a dinner of fried fillet of sole with tartar sauce.



Armand Calinescu became Premier of Rumania, March 7, when his puppet Premier died. So-called "Iron Man," he became the object of Nazi Iron Guard assassins. His black monocle hides an eye blinded by a nurse's careless dose of acid 42 years ago.



Captain Fritz Wiedemann, whose Wartime dispatch-runner was Corporal Adolf Hitler, arrived in the U. S., March 4, to take over the German Consulate General in San Francisco. Now one of the men Herr Hitler trusts, he claims to like San Francisco weather.



WEBSTER AND TROPICAL SUNSHINE

...THE PERFECT "BLEND"

Heading toward a spring cruise through balmy sea-washed breezes? Take a supply of Websters with you and make it a real holiday!

Webster's long Havana filler of choicest quality is something you never thought possible in a cigar of near its price. Thousands of smokers accustomed to expensive imported brands have turned to Websters—gaining by the economy, yet sacrificing nothing in smoking enjoyment.

WEBSTER

CUSTOM MADE CIGARS

GOLDEN
WEDDING 10¢

Perfecto Chico.....10¢
Queens2 for 25¢
Fancy Tales15¢

First in the Social Register

CONTINUED ON NEXT PAGE



Hawaiian Hula girls know "ewing." And millions here like to swing into a tall, cool glass of Dole Pineapple Juice from Hawaii. Pure, unsweetened. For real economy buy the big family-size can.

This Amazingly Speedy HEADACHE RELIEF

Relieves
in a
few
Minutes!

Does not
leave
you
Upset!

When a headache strikes, Snap Back With STANBACK! Also fast relief from neuralgia, muscular aches and similar nervous pains. A trial should win you for LIFE! 10¢ to 15¢ at your drug store.

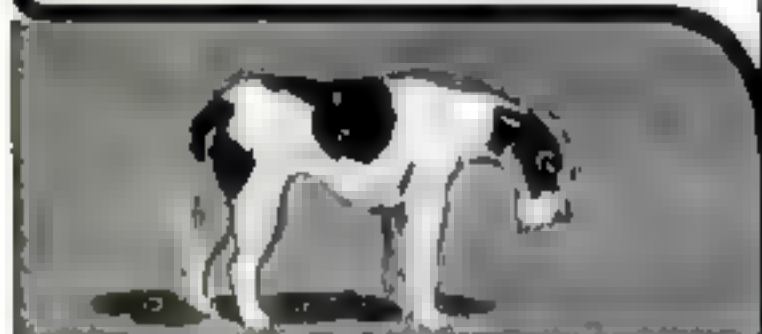
TRIAL OFFER* 25¢ Package!

Mail this ad and 10¢ to cover packing and postage.

10¢
25¢

STANBACK
HEADACHE POWDER

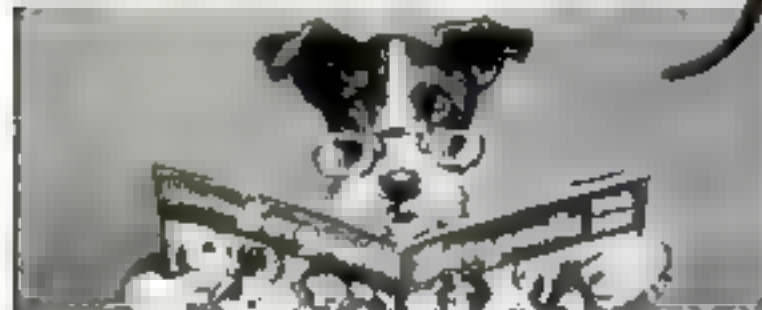
DID I TELL YOU ABOUT MY WORMING?



Me — I was "sick as a pup." And there was the master poring over the Sergeant's DOG BOOK, waiting information. "Now I know!" he says, "You've got worms! Let's get 'em!"



So — I go without dinner — and next day he hands me a capsule. "Hmm," I says. "A Sergeant's PUPPY CAPSULE, eh?" "No," he says, "you're a big dog now. It's a SURE-SHOT CAPSULE — death on worms too!"



It worked! I feel like a new dog! And speaking of Sergeant's DOG BOOK, it has a swell article by Albert Payson Terhune. Get it free at drug and pet stores, or with this coupon!

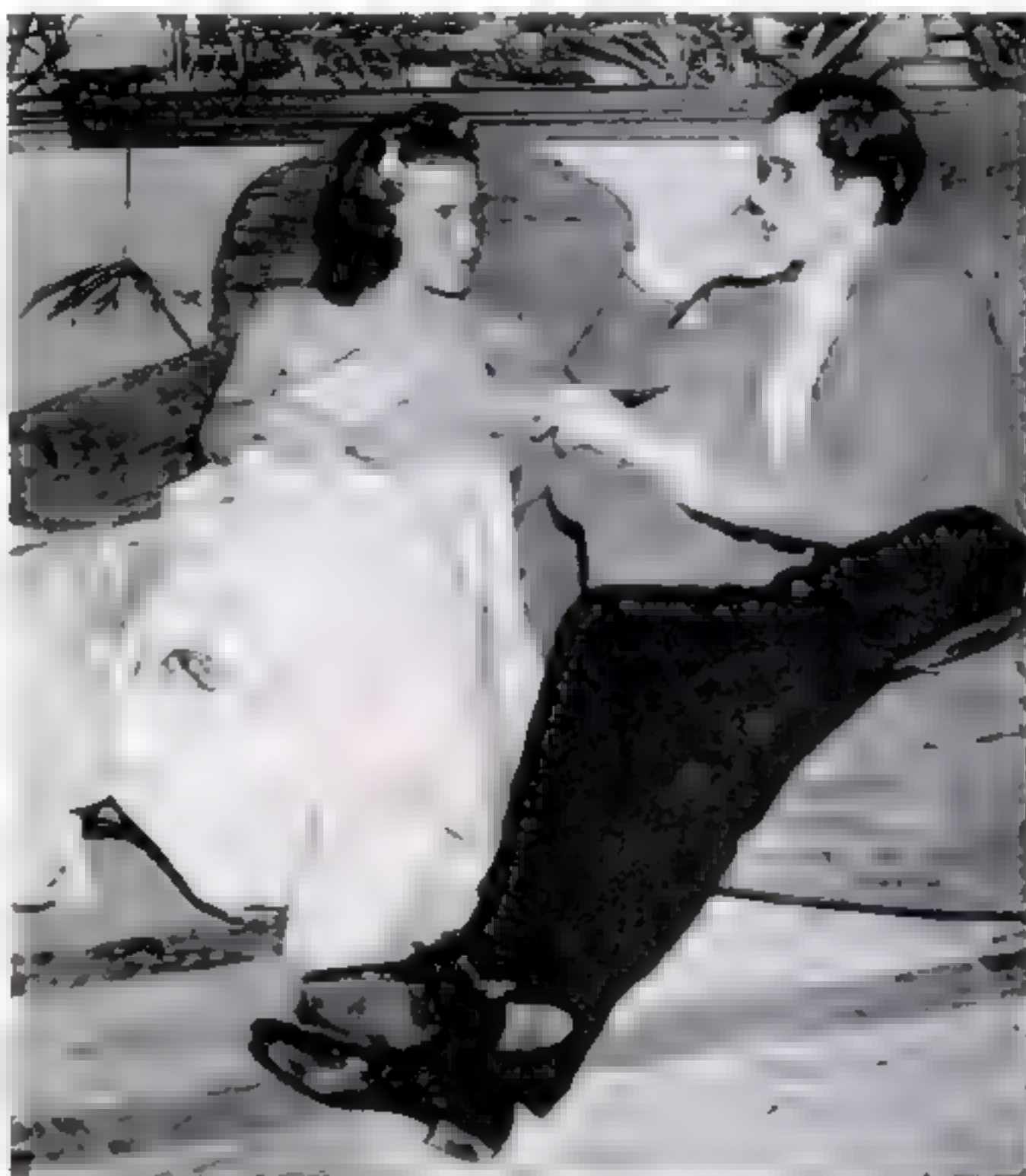
Sergeant's DOG MEDICINES

POLK MILLER PRODUCTS CORP.
Dept. GN-3, Richmond, Va.

Please send a free Sergeant's DOG BOOK to:

Name _____
Address _____
City _____ State _____

PEOPLE (continued)

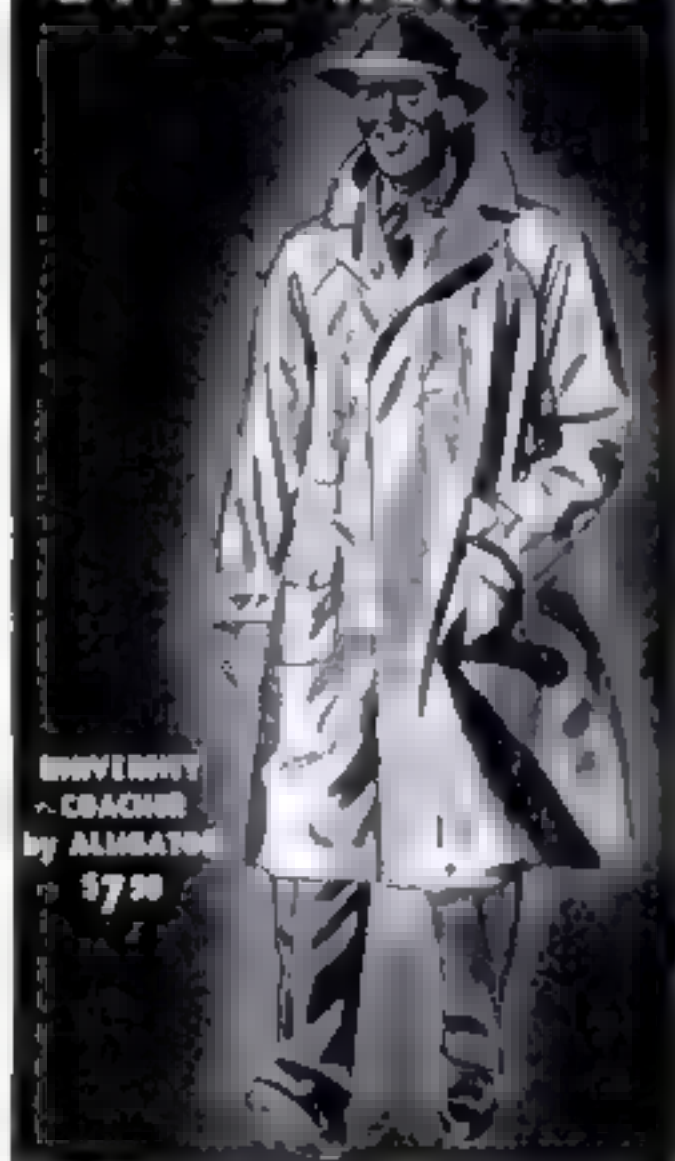


Kathleen Kennedy and the Marquess of Granby sat out a few dances at the United Hunts Ball, Cambridge University, the evening of Feb. 17. Kathleen, 18-year-old daughter of American Ambassador Joseph P. Kennedy, was presented to London society a year ago. The Marquess of Granby is the eldest son of the Duke of Rutland.



Kathleen Kennedy and the Marquess of Hartington appeared together on the afternoon of Feb. 17 at the Cambridge University Steeplechase at Cottenham. Miss Kennedy rides regularly in Hyde Park. The Marquess of Hartington is son of the Duke of Devonshire, who is Parliamentary Under Secretary for Dominion Affairs.

RAINCOAT WINS STYLE HONORS



UNIVERSITY
COACHES
by ALLIGATOR
\$7.50



★ There's a smart set to its shoulders, a full 85-inch sweep and even a swank to its pockets. Fly front, shining brass buttons. The University Coach is THE big favorite on campuses, in sport and business circles. Deep sea green, yellow and black.

Alligator Raincoats • \$5.75 to \$15.75
Only coats by Alligator • \$15.75 to \$18.50

At Better Stores Everywhere

THE ALLIGATOR COMPANY • St. Louis

ALLIGATOR Raincoats

"SMOOTH
on the roadwork"



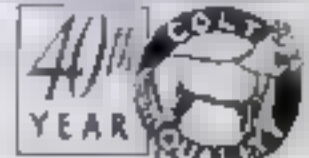
Colt
PUGS

MEN'S \$4.50
WOMEN'S \$4.00
Brown, tan or white.

All the comfort... and with better fit than you ever had before in a genuine moccasin. Hand-sewed, light, flexible construction. Write for catalog and name of your nearest dealer. Dept. L-320



COLT
Genuine Moccasins
as featured in other
papers or models
various styles



Colt-Cromwell

STOUGHTON, MASS.
47 West 24th Street, New York City
840 So. Los Angeles St., Los Angeles, Calif.

THE
"Common Sense"
TREATMENT
 for SCALP and HAIR
FOR ONE MINUTE
FOR TWO



Use
JERIS
Antiseptic
HAIR TONIC



Not a "cure all"—but a "common-sense" way to keep your hair well-groomed and glowing with health... If you are troubled with loose dandruff, the sensible thing to do is to buy a bottle of Jeris today at any barber shop or drug store.

APPLICATIONS AT BARBER SHOPS

FOR THE 1 MAN IN 7 WHO SHAVES EVERY DAY

A SPECIAL SHAVE CREAM

IT'S NOT A SOAP
 NEEDS NO SHAVING BRUSH
 Not Greasy... Leaves Skin Smooth

Daily shaving leaves many men's faces raw, sensitive. This is especially true of the man who, because of his business and social status, must shave every day.

To meet this condition Williams has now developed a special cream for daily shavers. It's called Glider. Wash face thoroughly with soap and warm water to remove razor-dulling grit, then spread on Glider quickly, easily with your fingers. No brush. No lather. Not sticky or greasy.

A superabundance of moisture in this rich cream softens each whisker, yet forms a protective layer over your face to keep blade from scraping. Swiftly and gently your razor glides over your skin. Like a cold cream, Glider helps smooth and soften your skin and prevent chapping and roughness. Glider is the result of nearly 100 years' experience in making fine shaving preparations.

Ernest D. Hullburt
 President

P. S. Try Glider at our Expense:

Send your name and address on a penny post card, for a generous FREE tube of Glider "No-Brush" Cream. The J. B. Williams Co., Dept. LG-24, Glastonbury, Conn.



Charles S. Howard won the \$100,000 Santa Anita Handicap on his third try. When his knobby-kneed Sebastien, who lost by a nose in 1937 and 1938, was hurt, Howard entered an Argentine colt named Knyak II. The horse broke tenth, came fast in the stretch, won going away. Time for the 1 1/4 miles was 2:01 2/5, a new track record.

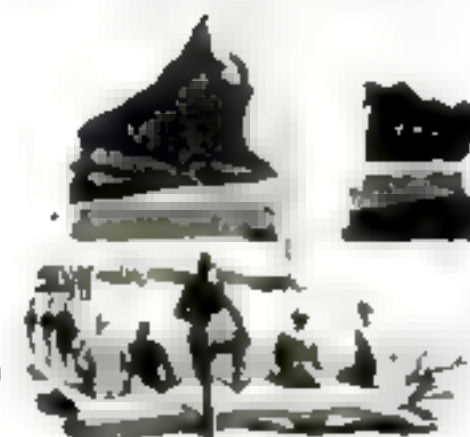


Janitor Joseph Meister of the Pasteur Institute in Paris was bitten by a mad dog 84 years ago. He lives today because he was the first human being on whom Louis Pasteur tested his rabies vaccine. This week Janitor Meister welcomes 1,000 scientists who have come to Paris to celebrate the 50th Anniversary of the Institute.



Mountain Magic in Washington

Snowfields and Alpine meadows to explore on Mt. Rainier and Mt. Baker; wilderness trails on the Olympic Peninsula; sailings to Alaska; romantic waterfronts in Seattle-Tacoma—Northwest gateway cities to the San Francisco Fair. Write for free booklet, "Pacific Northwest Vacation Suggestions."



Geyser Gazing in Yellowstone

There's a whole world of wonders in this oldest and largest of our National Parks. See it at its best by entering via scenic Gallatin Gateway; 85 extra miles of glorious mountain motoring without extra cost. Write for free "Yellowstone" booklet describing low cost tours.



Scenery Shooting on the OLYMPIAN

Roll smoothly through a glorious panorama of forests and mountain ranges on this famous trans-continental train. 656 thrilling electrified miles... open observation cars through rugged Montana canyon, over the Continental Divide and westward through the Bitter Roots. Air conditioned comfort in every class of accommodations. Grand food at low prices. And low fares everywhere West. Let our travel experts help plan your western vacation or your trip to the Fair.

F. N. Hicks, Pass & Traffic Manager
 Room 221, Union Station, Chicago, Ill.

The MILWAUKEE
ROAD The OLYMPIAN
 The HIAWATHA
 ROOM 10





NOT a nightmare... he's just proud of his new Otis Underwear

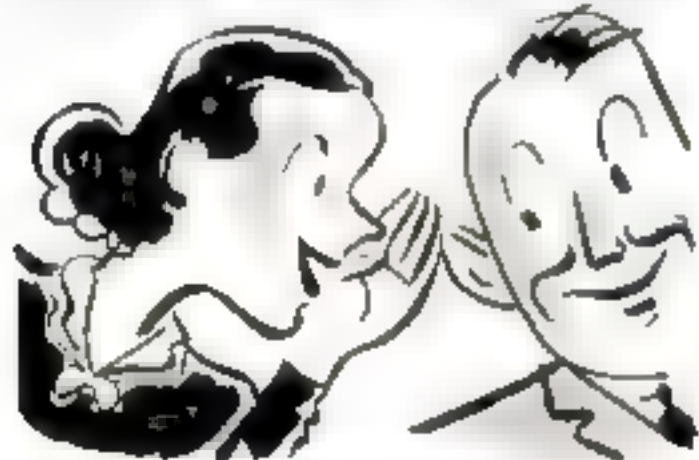
Full-fitting, absorbent knit OTIS shirts and well tailored shorts are the best comfort insurance man or boy can have. It will always pay you to buy "Otis." Stores everywhere feature this modern underwear for men and boys. Otis Underwear, 57 Worth St., N.Y.

OTIS SHIRTS and SHORTS



Modern Knit Shorts— for health and comfort

"BETTER THAN BUTTONS"



Ask for laundry-proof Dot Snappers when you buy shirts, pajamas, shorts, sportswear. They can't rust. Can't come off. Positively guaranteed for life of garment. United-Carr Fastener Corp. Cambridge, Mass.

DOT SNAPPERS



This Hawaiian fisherman is out to make a catch. One of the best catches you can make is Dole Pineapple Juice—pure, delicious, unsweetened. Get the big family-size can for real economy.

Teacher likes



Dora Steinberg, Teacher, Baltimore

“The alkaline factor in LUDEN'S helps contribute to alkaline reserve. Many physicians advise building up alkaline reserve when one has a cold.”

LUDEN'S MENTHOL COUGH DROPS

5¢

AVIATION



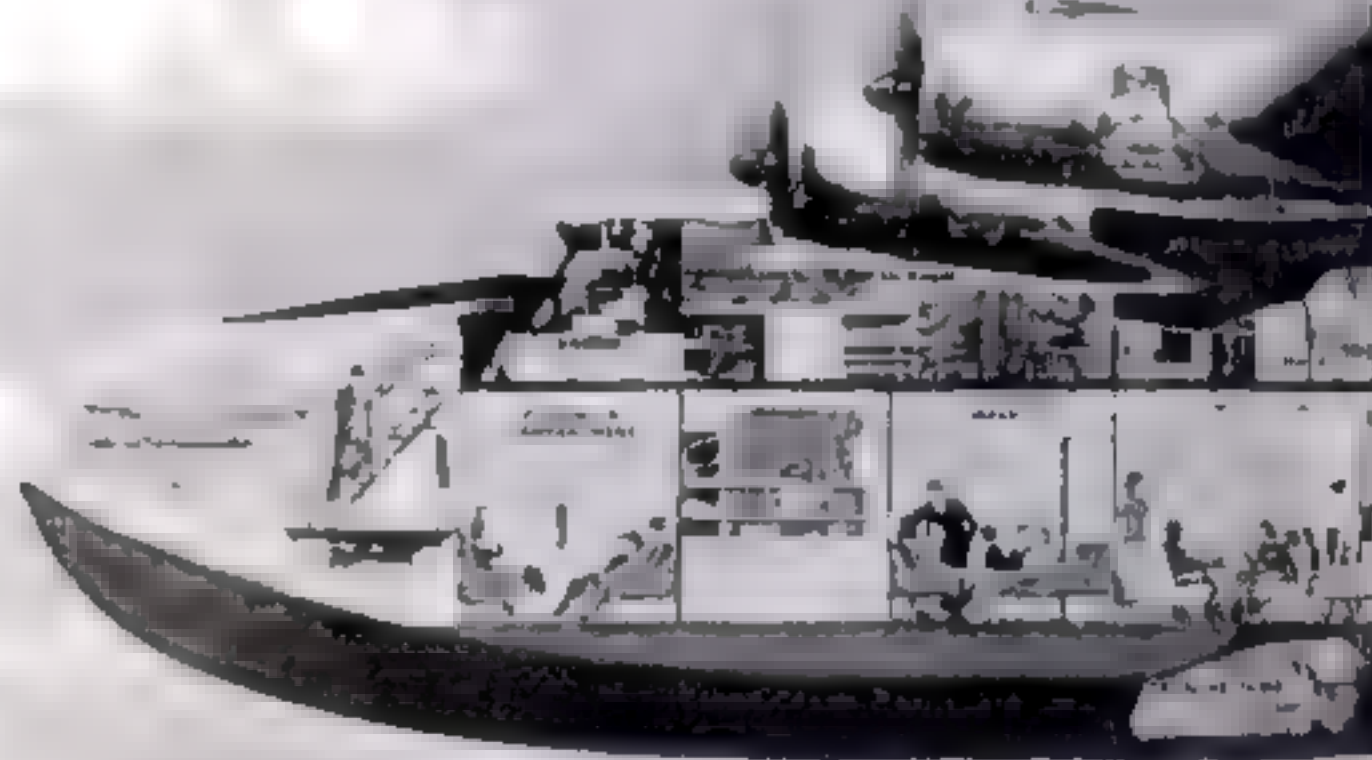
PAN AMERICAN'S 'YANKEE CLIPPER' WILL FLY THE ATLANTIC IN A DAY

CLIPPER IS TOWED INTO PAN AMERICAN'S CAVERNOUS BALTIMORE HANGAR



Caught by incoming tide at christening, this newsteel sound man managed to keep dry.

The *Yankee Clipper* which Mrs. Roosevelt christened (see p. 19) is the biggest plane ever built for passenger service. Only the awkward and impractical German *Do-X* was bigger. This flying boat weighs 41 tons when loaded, more than half again as much as the present *China Clipper*. But her payload on long flights is four times the *China Clipper's*. On daytime hops, she can carry 74 passengers and a flight crew of eight. On overnight flights, requiring sleeping quarters, she can carry 40 passengers. Cruising at 150 m.p.h., she will fly from New York to Southampton in 24 hours. Her cruising range of 4,300 miles with 40 passengers is matched by no other plane in the world. Her wing span is more than half the length of a football field. Her four 1,500 h.p. Wright engines generate as much power as two locomotives.



THIS CUTAWAY DRAWING OF THE CLIPPER, PRINTED IN COLOR IN LIFE



CLIPPER FLIES OVER THE CAPITOL. FOREGROUND ARE HOUSE OFFICE BUILDINGS



The standard passenger compartment carries ten passengers by day, sleeps six by night in three upper and three lower berths. Passengers eat in shifts in a 14-person dining room.



AUG. 23, 1917, SHOWS HOW THE BIG FLYING BOAT WORKS AND CARRIES PASSENGERS

BREAKING A LOG JAM IS DANGEROUS. But...

Driving a car *can* be just as hazardous. Take no chances with skids or blowouts. FISK Safu-Flight tires will bring your car to a safe, straight-line stop on the wettest road, in a shorter distance than it has ever stopped before.

The stopping efficiency of Safu-Flight — "America's Safest Tire" — is *built in*. It remains until the ribs are completely worn down.

And the flexible FISK construction gives you PLUS-Protection in the Blow-out Zone.

Before you buy any more tires, go to a Fisk dealer and see Safu-Flight.

THE FISK TIRE COMPANY, INC.
CHICOPEE FALLS, MASSACHUSETTS

Copyright 1919
The Fisk Tire Company, Inc.



GET A FISK

FISK

PLUS-Protection IN THE SKID ZONE ** PLUS-Protection IN THE BLOW-OUT ZONE

Life goes Calling

on Doris Duke Cromwell and her husband with
Photographer Munkácsi in their new Honolulu home



MR. AND MRS. CROMWELL WITH THE SUN ON THEIR FACES BENEATH A PALM TREE

On their honeymoon around the world in 1935, Doris Duke Cromwell and her husband liked the mountain seacoast of Honolulu so much that they decided to build a home there. It is now almost finished. Yet few people have seen it close at hand, and Martin Munkácsi, whose pictures appear on these pages, is the first man to photograph it from within.

The Cromwell home is set in four acres of palms and lawn on Black Point Road, 15 minutes from Waikiki. The house itself, a stately concrete structure of Morocco-Persian architecture, stretches white and gleaming along the ocean rocks. It has only five rooms, but a swimming pool, playhouse, yacht basin and tennis court make it an ideal playground. In it, some four or five months a year, the Cromwells find a haven of quiet retreat. Here Husband James Cromwell, son of Mrs. Edward Townsend Stotesbury, has finished a new book on economics to be published this fall. And here, within earshot of the surf, the quiet, level-headed girl who is one of the richest heiresses in the world, fishes, swims, reads, prefers simple healthy living to social splendor.



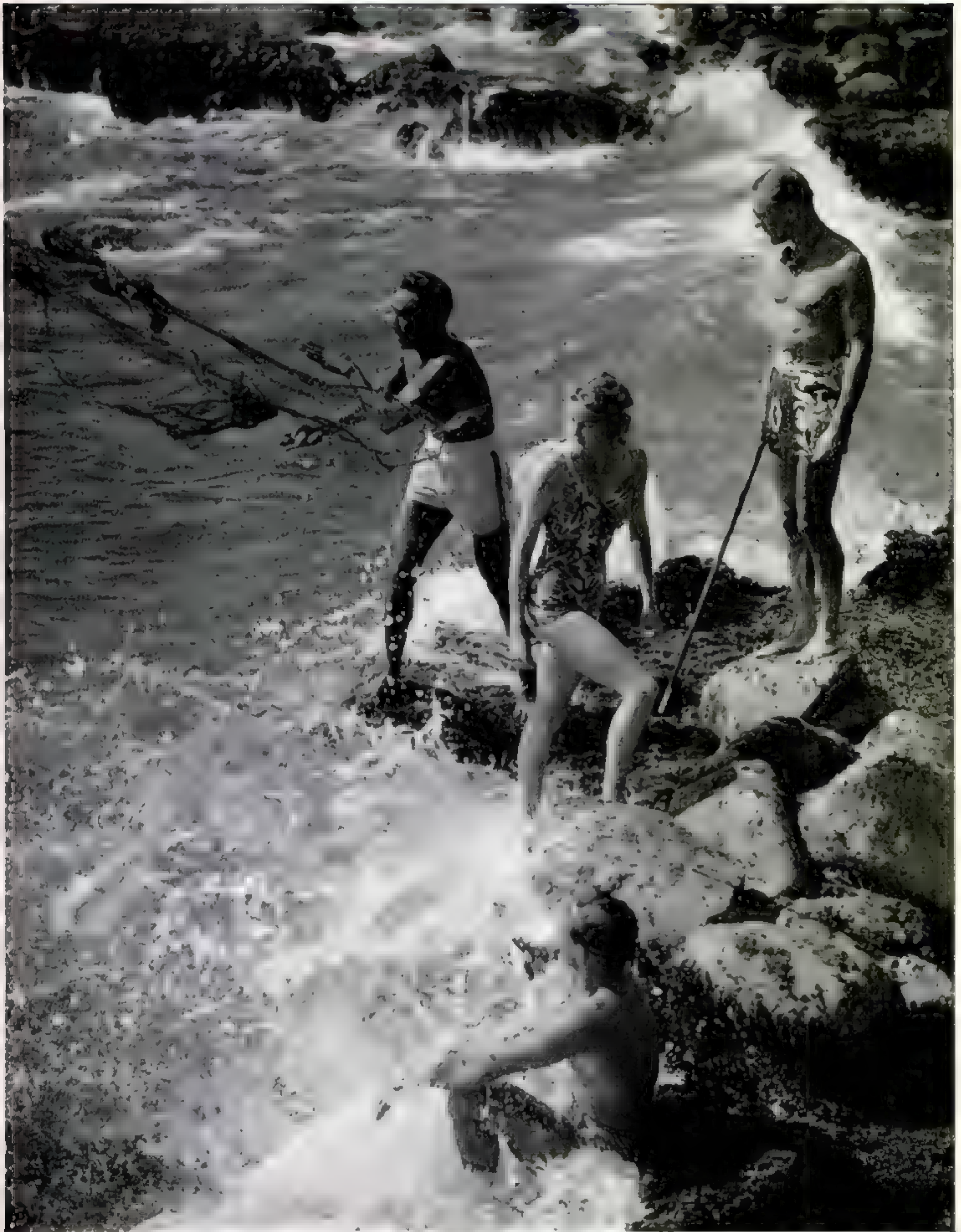
THIS SIGN BARS ROAD TO ESTATE



Before the lily pond Doris Duke Cromwell and her husband pose for Photographer Munkácsi. Most of the 100 tall palms were planted. Behind the white wall at top is the tennis court.



Playhouse and swimming pool are favorite haunts of the Cromwells (center). The playhouse has two dressing rooms, a kitchenette, a large center room with piano and games.



Fishing in the surf on the rock jetty below the house provides the Cromwells with healthy outdoor sport. Both wear goggles for spearing fish under water. Mr. Cromwell holds a fish

spear. The man casting the net for a school of little fish that will go into the Cromwell window aquariums is David Kahanamoku, brother of the Olympic swimming champion Duke.

CONTINUED ON NEXT PAGE



RAW THROAT? Start Gargling Now!

At the first sign of a raw, dry, ticklish throat, gargle with Zonite.

Gargling with Zonite benefits you in three ways: (1) it kills the germs connected with colds — *at contact*; (2) eases the rawness in your throat; (3) relieves the painful swallowing.

If you're looking for antiseptic results, and not just a pleasant-tasting mouthwash—Zonite is your product!

So be prepared. Get Zonite from your druggist. The minute you feel rawness in your throat, start gargling. Use 1 teaspoon of Zonite to $\frac{1}{2}$ glass of water. Gargle every 2 hours. Soon your throat feels better.

If you feel feverish or grippy, see your doctor at once.



DANDRUFF ITCH? Here's an Antiseptic Scalp Treatment

Shampooing with plain soap is good. ...But many doctors say this: When you have dandruff caused by germs, the best way to combat it is to *kill the germs* when you cleanse your scalp and hair.

Here is a simple treatment that does what skin specialists say is necessary:

1. Add 2 tablespoons of Zonite to each quart of water in basin.

2. Massage head for 3 minutes with this Zonite solution. This gives head an antiseptic cleansing — stimulates scalp — kills germs on hair and scalp at contact!

3. Lather head with good shampoo, using same Zonite solution. (We recommend "Barcelona" Castile Shampoo.) This loosens dirt and dandruff scales.

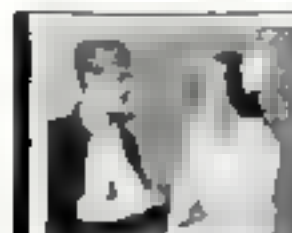
4. Rinse very thoroughly. This leaves scalp clean and sweet-smelling.

5. If scalp is dry, massage in a good oil hair dressing. This relieves dryness.

Do this twice a week at first. And later, once a week.

MONEY-BACK GUARANTEE

We are convinced that if you use this Zonite treatment faithfully, you'll be delighted with results. That is why we guarantee complete satisfaction—or your money back in full! Zonite, New Brunswick, N. J. In Canada, Ste. Therese, Que.



* Zonite is a clear, colorless, liquid antiseptic—an improvement on the famous Dakin Solution which revolutionized World-War surgery...

Use **ZONITE** for

FIRST AID • SORE THROAT
BAD BREATH • DANDRUFF
ATHLETE'S FOOT

Life goes Calling (continued)



On terrace above Mrs. Cromwell's wing of house are these precious Jali doors of carved marble made in India. Mrs. Cromwell is an admirer of Hindu architecture.



The dining-room wing, extending toward the yacht basin above the 35-ft. wall, is not completely finished. The Cromwells keep a 26-ft. surfboat, a 14-ft. fishing boat.

WHAT LOVELY SHELVES!

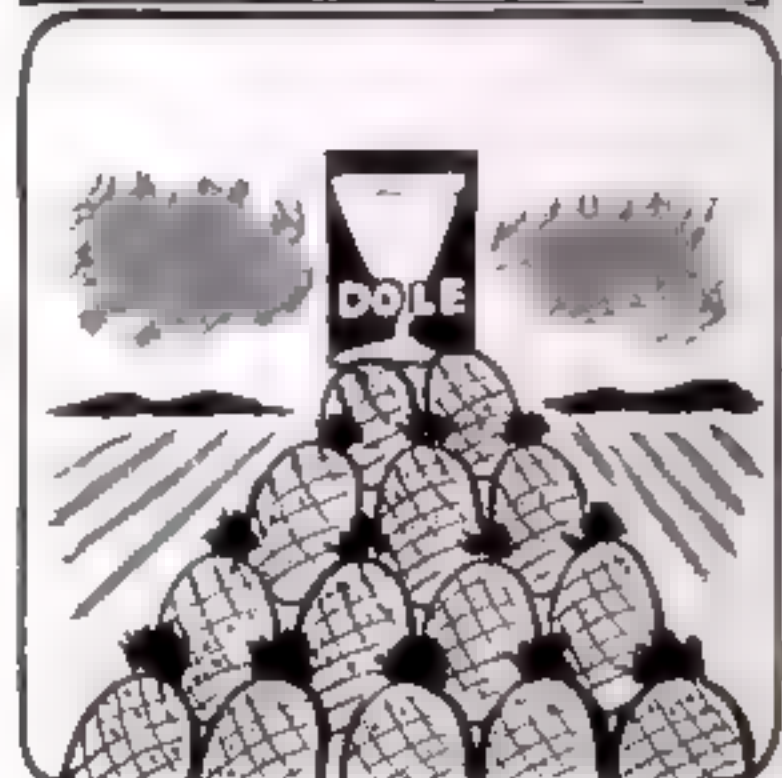
IT'S TWO-IN-ONE SHELF PAPER THAT COVERS THE SHELF TOO!

- FULL 12-INCH WIDTH COVERS THE SHELF
- SCORED EDGE FOLDS EASILY — LAYS FLAT

TWO-IN-ONE SHELF PAPER

• Instead of buying shelf paper and separate edging — get both together in TWO-IN-ONE Shelf Paper. Covers the shelf and decorates it in one simple, economical operation. China-white surface with varnished edge. Colorful designs to match any color scheme—make your shelves sparkle. 12 ft. length 10c.

MILWAUKEE PAPER CO.
MILWAUKEE, WIS.
MANUFACTURERS OF MILWAUKEE PAPER BOARD



This pyramid of luscious ripe pineapples in Hawaii is dedicated to Dole Pineapple Juice. Rich in easily assimilated fruit sugars. No other sugar is added by man. Dole Pineapple Juice is unsweetened.

FORTUNE writes of Business as no other magazine can—in the lively realities of plans, policies, problems and people.

WAKE UP YOUR LIVER BILE— WITHOUT CALOMEL

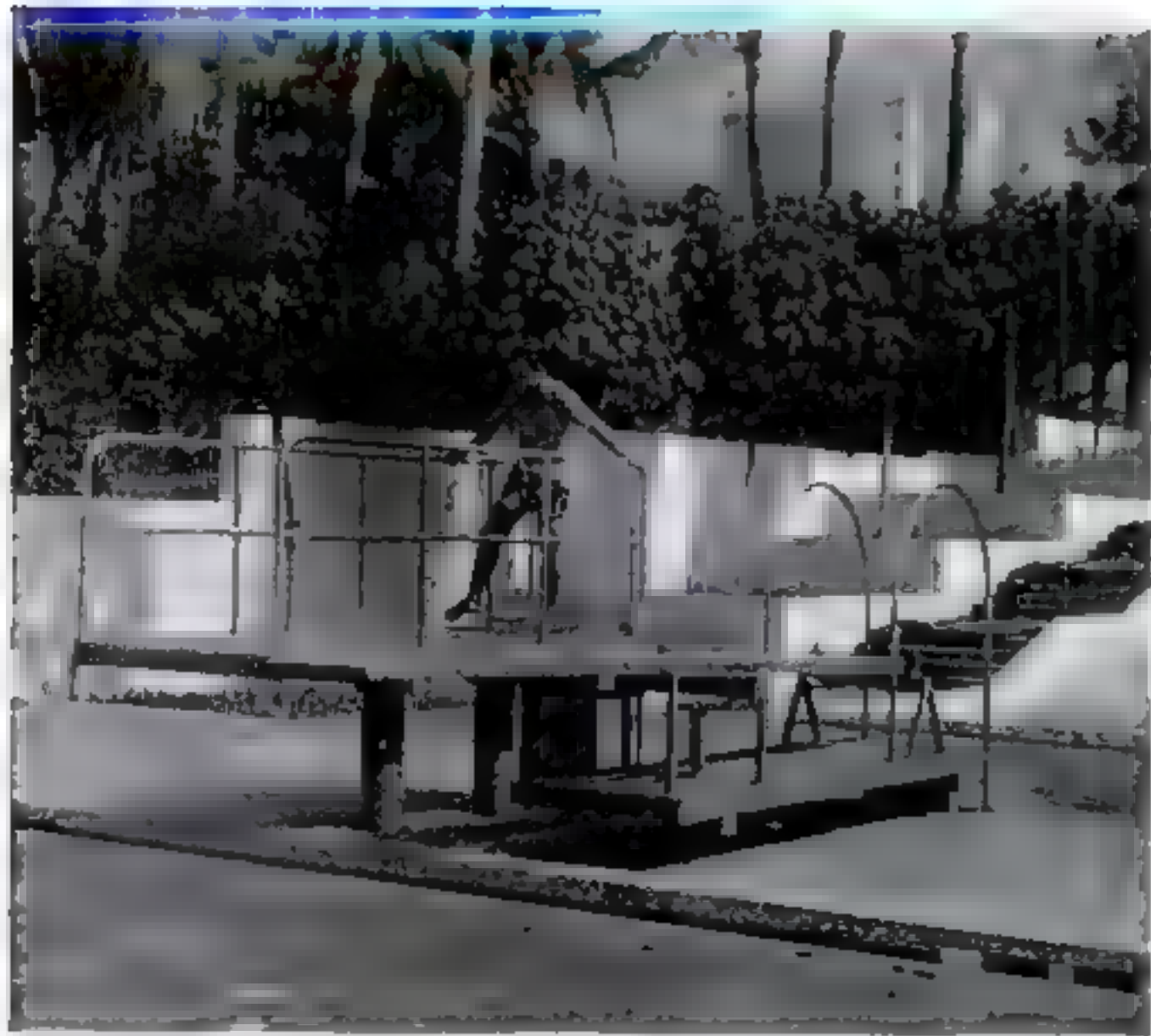
— And You'll Jump Out of Bed in the Morning Rarin' to Go



The liver should pour out two pounds of liquid bile onto the food you swallow every day. If this bile is not flowing freely, your food doesn't digest. You get constipated. Your whole system is poisoned and you feel sour, sunk and the world looks punk.

A mere movement doesn't get at the cause. It takes those good, old Carter's Little Liver Pills to get these two pounds of bile flowing freely and make you feel "up and up." Harmless, gentle, yet amazing in making bile flow freely. Ask for Carter's Little Liver Pills by name. 25c at all drug stores.

RELIEF
Here it is—RESINOL—to give you quick, happy relief from itching, burning skin torment.
RESINOL



The hydraulic diving board can be raised to 25 ft. by stepping on a button. This is the first home Doris Duke Cromwell has ever built. She has named it Shangri-la.



A portrait study of Mrs. Cromwell, leaning against sea wall in dress of Hawaiian design, was taken by Munkácsi. She finds publicity distasteful, prefers quiet living.



Honey

BEAUTY ADVISOR

says

"TENDER YOUNG SKIN
NEEDS EXTRA-SOFTENING ON
BLUSTERY DAYS..."



YES...
**CHAPPED
HANDS**
FEEL **SMOOTHER!**

Hinds Honey and Almond Cream coaxes back softness that cold, raw winds, steam heat, hard water, and flying dust take away. 10c, 25c, 50c, \$1 sizes.

**EXTRA
BONUS
BOTTLE**

More Hinds Honey and Almond Cream for the money than ever before! Nearly 20% more in Hinds Bonus Bottle! A gift—when you buy Hinds medium size. Money back on medium size, where you bought it, if Hinds doesn't make your chapped hands feel smoother. At all toilet goods counters.



HINDS HONEY AND ALMOND CREAM IS **EXTRA-CREAMY—EXTRA-SOFTENING** TO CHAPPED HANDS. IT COAXES BACK THE SOFTNESS THAT RAW WEATHER AND HOUSEWORK TAKE AWAY!



Copyright, 1939, Loh & Pink Products Corp., Bloomfield, N. J.



PICTURES TO THE EDITORS

TEACHER'S PICTURES

Sirs,

For several years I have been a teacher of Latin and English in Minneapolis at Marshall High School which has an enrollment of 1,500. I have been so amused by the particular expressions and positions students assume when they study

that I decided to photograph and submit a few to you. The students co-operated heartily.

VIVIAN HOLMGREN
Minneapolis, Minn.

● The captions under the pictures are Miss Holmgren's—ED.



**BANANA GINGERBREAD
SHORTCAKE**

New Speed Recipe: Simply add one cup water to Dromedary Gingerbread Mix and bake. Split cake in two layers. Then, between and on top, be lavish with whipped cream and sliced ripe bananas. It's a temptation no man can resist. **NOTE:** Be sure you use Dromedary Gingerbread Mix. Its ingredients are precision-mixed, of highest quality, and, by special permission of the Daughters of the American Revolution, Dromedary Gingerbread Mix is made from the famous 200-year-old private recipe of George Washington's mother. No wonder, deep-down inside, it hits the spot.

**Made from the 200-year-old
private recipe of
George Washington's Mother**



Double Your Money Back Guarantee: We guarantee Dromedary Gingerbread Mix to make the most delicious, dark, spicy gingerbread you have ever tasted or double your money back. You, alone, are to be the judge. So try it. Now, while you are thinking of it, put Dromedary Gingerbread Mix on your grocery list. Tomorrow, give your family a treat they will long remember.

Important: Dromedary Gingerbread Mix is so new not all stores have it. If your grocer cannot as yet supply you, send us his name with 25¢ (the regular retail price) and we will mail you a full-size package postpaid. Double your money back, of course, if not delighted. The Hills Brothers Company, Box 12A, Trinity Station, New York City.



STUDY-HALL ROMANCERS. HE, "IT'S TOUGH TO CONCENTRATE." SHE, "LIKEWISE"



STUDY-HALL TYPES: THE HO-HUMMER AND THE PULLER-OUTER (OF GUM)



HAIR-TWISTER AND RUBBER-BAND SNIPER. SHE: "TWISTING HELPS ME THINK"



LIBRARY: LEFT, PLUGGERS; CENTER, BRAIN DUSTER; RIGHT, PUTTER-OFFERS



HOMEWORK: "CAESAR'S ARMY TRAVELED ON ITS STOMACH SO I STUDY ON MINE"

STEAMED DATE-NUT PUDDING



New Speed Recipe: Here is a trick worth knowing when you want a dessert in a hurry. Place a tin of *Dromedary Date-Nut Bread* in a pan of boiling water. In 20 minutes by the clock you have it—*Steamed Date-Nut Pudding*, rich as romance and liable to start one. Top it off with whipped cream or your own favorite pudding sauce. Add toasted nuts, if you wish, to complete the picture. We promise you a dessert a chef would be proud to sponsor.



The only Date-Nut Bread
made with the world-
famous Dromedary Dates

Double Your Money Back Guarantee: We guarantee *Dromedary Date-Nut Bread* the most delicious you have ever tasted or *double your money back*. You, alone, are to be the judge. So try it. Now, while you are thinking of it, put *Dromedary Date-Nut Bread* on your grocery list. Tomorrow, serve your family this new bread so rich it tastes like cake.

Important: *Dromedary Date-Nut Bread* is so new not all stores have it. If your grocer cannot as yet supply you, send us his name with 15¢ (the regular retail price) and we will mail you a full-size tin postpaid. *Double your money back*, of course, if not delighted. *The Hills Brothers Company*, Box 12A, Trinity Station, New York City.

ME AND COLUMBUS!

...YES SIR!
I'VE MADE A MARVELOUS
DISCOVERY, TOO!



Copyright, General Foods Corp., 1939

IN THE DINING CAR...

ALL RIGHT, CHRIS, LET'S HAVE IT!
I'VE BEEN WONDERING WHAT
MADE YOU SO CHIPPER LATELY!

THE FINEST-TASTING CEREAL YOU
EVER PUT IN YOUR MOUTH, SAM—
POST'S 40% BRAN FLAKES! THEY'RE
PERFECTLY SWELL, AND I LEARNED
A FEW MONTHS AGO...



POST'S BRAN FLAKES
ARE NOT ONLY MIGHTY
FINE EATIN'—THEY
ALSO GIVE YOU TWO
EXTRA BENEFITS...

Here are the two "extras" Post's Bran
Flakes give you:

First, Post's Bran Flakes provide just
enough bran, a natural regulator, that
helps protect you against sluggishness.
People whose systems are irregular, due
to lack of bulk in the diet, find Post's
Bran Flakes, eaten daily, a wonderful
help.

Second, Post's Bran Flakes are rich in
phosphorus and iron, and are an excel-
lent source of Vitamin B₁ for appetite
and Vitamin G to help promote growth
and vigor.

All this in one grand-tasting cereal
with a double purpose: to make break-
fast a real treat, and to help you keep fit!

SO SAM HAS A POST'S BRAN FLAKES BREAKFAST, TOO...

SAY! WHAT A GRAND DISH FOR
BREAKFAST! THESE CRISP POST'S
BRAN FLAKES HAVE A NUT-LIKE
FLAVOR THAT JUST CAN'T BE BEAT!

YOU BET! AND A BOWLFUL
EVERY MORNING, SAM, HELPS
KEEP YOUR SYSTEM IN ORDER
WITHOUT HAVING TO RESORT
TO HARSH MEASURES



LIFE IS SWELL
WHEN YOU KEEP WELL

A Post cereal
made by
General
Foods



Post's 40%
Bran Flakes

With Other Flavors of
Wheat
Keep Your System in Order

© Post

IMPORTANT: Post's Bran Flakes, due to their
bulk, are a regulative cereal. Constipation due to
insufficient bulk in the diet should yield to Post's

Bran Flakes, eaten regularly—as a breakfast cereal
or in muffins. For cases not corrected in this simple
manner, a physician should be consulted.

PICTURES TO THE EDITORS

(continued)

LOOK AT THE PUPIL

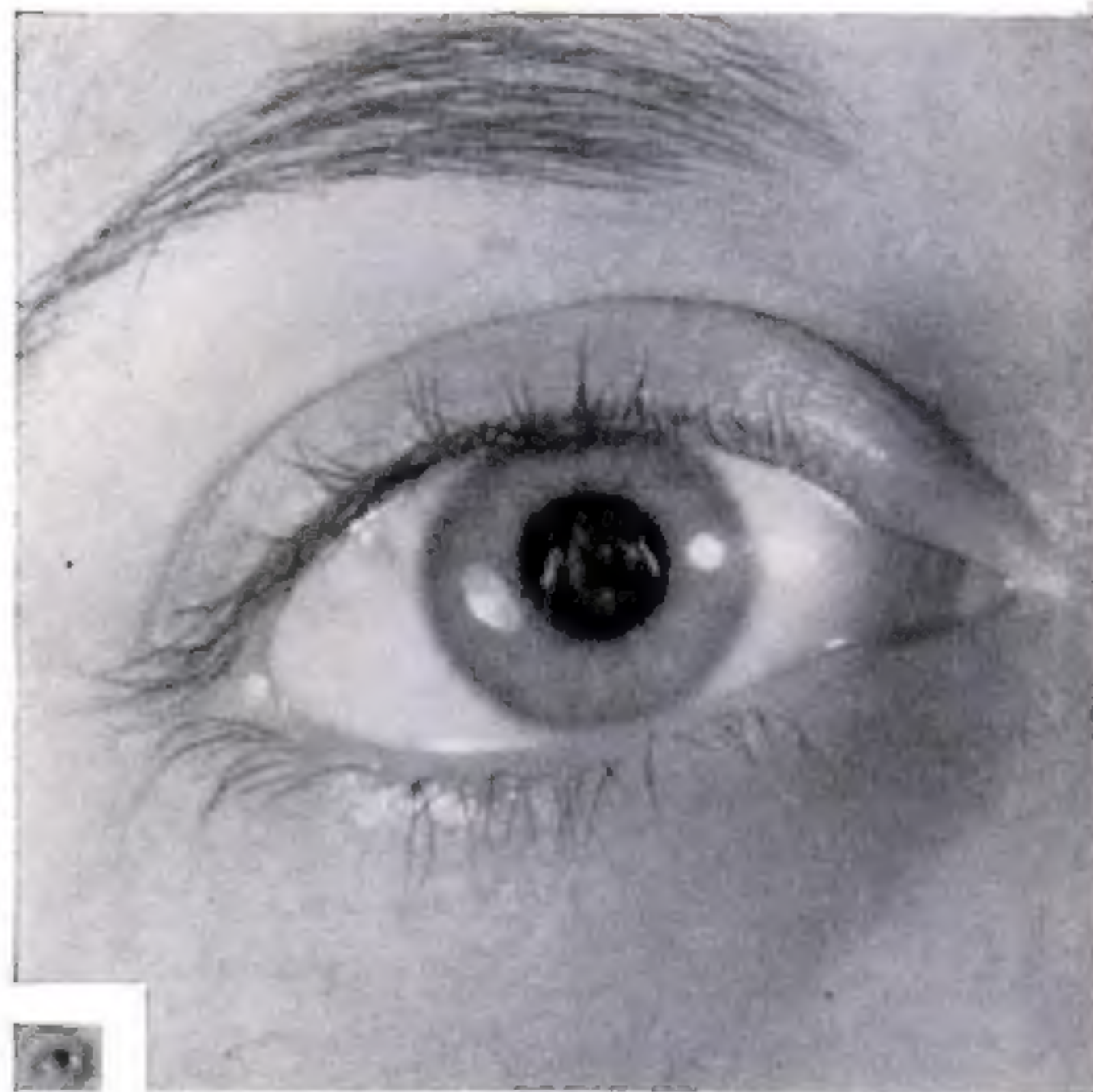
Sirs:

Look closely, now, at the pupil of the
eye. What do you see? The photographer.
This is an enlargement from a tiny

section of a picture, the size of the inset
(lower left corner). When we blew it up
we found the photographer's reflected
image.

D. J. MOHLER

Cleveland, Ohio



GROWN-UP SHIRLEY?

Sirs:

I am a young girl, grown of course
(26 years old and look 20), and exactly
like Shirley Temple—and I mean just
like her as one would see Shirley grown
up. I have the same coloring and fea-
tures—brown eyes, light golden-brown
hair, fair smooth skin and my body is
nicely proportioned like Shirley's, and I
was born April 24 and Shirley's birthday
is April 23.

People have been calling me Shirley
Temple for several years now, and I
didn't know we were that much alike
until I had large photos made at dif-
ferent intervals. And it's a funny thing
when I don't look like and never have

avored anyone but Shirley. Some peo-
ple think Sonja Henie and Alice Faye
resemble Shirley. Why, they do a little
but they should see my photos. We are a
great deal alike in ways and talents. I'm
not an actress but have always wanted
to be one, or a professional model and
designer.

I'm a Southern-born girl and descend-
ant of the oldest families in Georgia—
first settlers. I felt all the time I was
Scarlett—for my girlhood was spent so
much like hers was (was supposed to
have been spent), but they didn't know
I existed and I didn't seek the part. But
I firmly believe if I had had a test I'd
have made the grade.

FRANCES PINSON DONALDSON
Atlanta, Ga.



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FREE

1000 PAIRS OF EXQUISITE KAYSER SILK STOCKINGS

(the very finest 3-thread silken
beauties this famous firm makes)



A Bargain in Lovely Legs . . . and here is our bargain. Just write an ending, in 25 words or less, to this sentence, "I always buy Dromedary Pasteurized Dates because . . ." If yours is merely one out of the thousand best endings, you win a pair of these exquisite Kayser Silk Stockings, the very finest 3-thread silk hosiery this famous firm makes, in the season's most popular new shade. With a thousand such prizes, you certainly ought to have a real chance. Sentence endings as simple as these may win:

- "I always buy Dromedary Pasteurized Dates because all dates have to be handled by many hands and Dromedary Dates are the only ones that are *pasteurized*, like milk, for our protection."
- "I always buy Dromedary Pasteurized Dates because I know they are the ideal sweets for my children to eat—*pasteurized*, pure, natural sugar—packed with energy and easy to digest."
- "I always buy Dromedary Pasteurized Dates because they are a delicious natural way to keep regular if one eats 6 to 8 of them a day."

See how easy it is! Sit down *now* and tell us, simply and plainly, why you like Dromedary Pasteurized Dates. That is all we want—and all you have to do to win.

WANT THIS PICTURE? Get a 9" x 12" color litho copy, without advertising, ready to mount, postpaid. Send 10¢ and top from Dromedary Date package to The Hills Bros. Company, Box 12, Trinity Station, New York City.



FOLLOW THESE RULES:

1. Finish sentence on entry blank in 25 additional words or less. Use either entry blank or a sheet of paper, as you prefer.
2. With entry, attach top from a package of Dromedary Pasteurized Dates (or a facsimile). Mail to The Hills Brothers Co., Box 12, Trinity Station, N. Y. City. Your entry must be postmarked before midnight, April 30th, 1939. Winners will be notified as soon as possible thereafter.
3. Decisions of judges must be final. Duplicate prizes will be awarded in case of ties. Entries, contents and ideas therein become the property of The Hills Brothers Co. No entries will be returned. Anyone may compete except employees of The Hills Brothers Co., their advertising agents and their families. Contest limited to U. S. A. and subject to Federal, State and local regulations.

★ USE THIS ENTRY BLANK (OR PLAIN PAPER) ★

"I always buy Dromedary Pasteurized Dates because—

(Finish this sentence in 25 additional words or less)

The Hills Brothers Co., Box 12, Trinity Station, New York City:
I attach the top from one package of Dromedary Pasteurized Dates (or facsimile). My stocking size is _____

NAME _____

STREET _____

CITY _____ STATE _____



That taste-good feeling



COPYRIGHT 1939, THE COCA-COLA COMPANY

The first taste of an ice-cold Coca-Cola is always a pleasant surprise. And so is the next ...and the next. Full of life and sparkle, it's a satisfying taste... "delicious and refreshing."



ICE-COLD REFRESHMENT...
AROUND THE CORNER FROM ANYWHERE